

No.
247
June
1984

MAD

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THE RIGHT STUFF?



70989 33230
JOHN GLENN'S STRAW POLL
BEFORE 'THE RIGHT STUFF'

—AND
AFTER

ALSO THE WRONG STUFF LIKE...

**"AFTER
MASH"**

**ACADEMY
AWARDS**

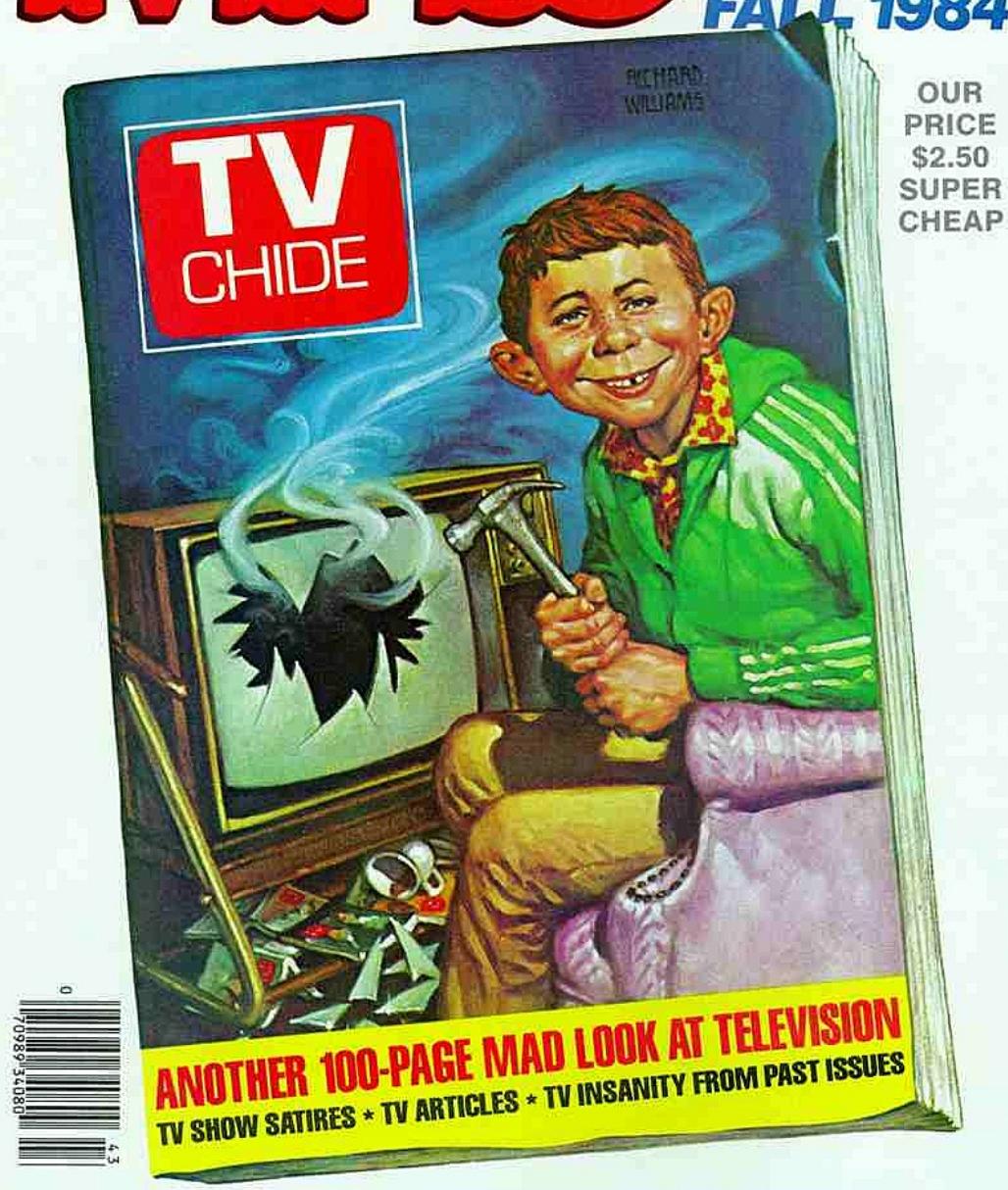
**DON
MARTIN**

**SPY VS.
SPY**

**DAVE
BERG**

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MAD **SUPER
SPECIAL
FALL 1984**



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"The successful politician knows how to remain in the public eye without irritating it!" —Alfred E. Neuman

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GLORIA ORLANDO, CELIA MORELLI, VIV GOLD, *subscriptions*

JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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LAST OFFER AT THIS PRICE!

As you'll recall, our last offer for these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or for wrapping fish, was at this same price. So was the one before that, and the one before that! Like, how can we charge more, when we can't even sell them at this price?? So take advantage! Mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



MORE MAD E.S.P.???

More MAD ESP! Back in 1978 (MAD #198) MAD ran an article about what would happen when UPC symbols took over completely. One gag was about a UPC featured on the cover of a record album. Well, the progressive rock band YES produced their most recent album under the name of "90125" because that's their UPC code. This was the first time I ever saw a UPC code printed directly onto an album jacket.

Harriet Parinello
Santa Cruz, CA

Sol Bellows AND HIS Accordion Maniacs



GREATEST HITS

UPC MANIA-MAD #198

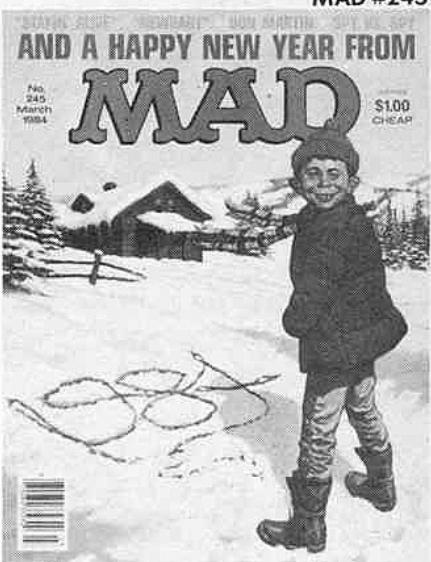


MORE MAD ESP?—YES!

ZZZZZZ

I fell asleep while reading "Stayin' Awake."

Allain Morais
New Brunswick, CANADA



I was very disappointed in the cover of your March issue (MAD #245). I live on a busy highway that has no rest stops. It is all too common to have people peeing in our front yard. There is nothing humorous about anyone of any age peeing anywhere except in a restroom facility. Perhaps you'll send me your home address and I can forward the offensive people we find in our front yard to you!

M.J. Wright
Kyburg, CA

I couldn't believe my ice! I'll bet urine big trouble after the controversial cover of MAD #245, and that snow joke. From now on, you better watch your Pees and Q's before someone gets pissed off.

Eric R.P.
Indianapolis, IN



TV SHOW GOES MAD



Mad Artist/Writer Sergio Aragones was recently featured in a segment of the show "Real People." Above, Sergio is introduced to the studio audience by "Real People" Hostess Sarah Purcell.

WELCOMING IN 1984

Depicting the President of the United States, or any other public figure, as a fool is good, healthy, irreverent fun. Depicting someone urinating on the ground is none of those things. Crass isn't irreverence!

Richard Staura
Brooklyn, NY

Your cover of MAD #245 was just another case of "yellow journalism"!

Allen Arata
Hawthorne, CA

If I was going to rate the cover of MAD #245 on a scale of 1 to 10, I would definitely say that "you're-an-eight"!

Jim Lang
Columbus, OH

Looking at cover #245, I was "relieved" to know that the usual gang of idiots are continuing their superb brand of humor right into '84!

Jack Tutela
Scituate, MA

God only knows how Alfred would have dotted the "i" in Christmas had he extended Christmas salutations last issue!

Jeffrey Lowndes
Scranton, PA

Why didn't anyone claim ownership to the artwork on the cover of MAD #245, which had Alfred demonstrating his artistic talents? And how come I didn't see any yellow paint or paintbrushes?

Michael H. Tavares
E. Taunton, MA

Alfred E. Neuman's "1984" was number one in my book!

Michael Skinner
Emmaus, PA



MAD ANT-ICS



Deodor-ANT



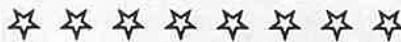
Adam ANT

You left out the most popular ant of all—"Adam ANT"!

Tom Wells
Long Beach, CA

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Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope... or any hat which has at least one movable propeller!



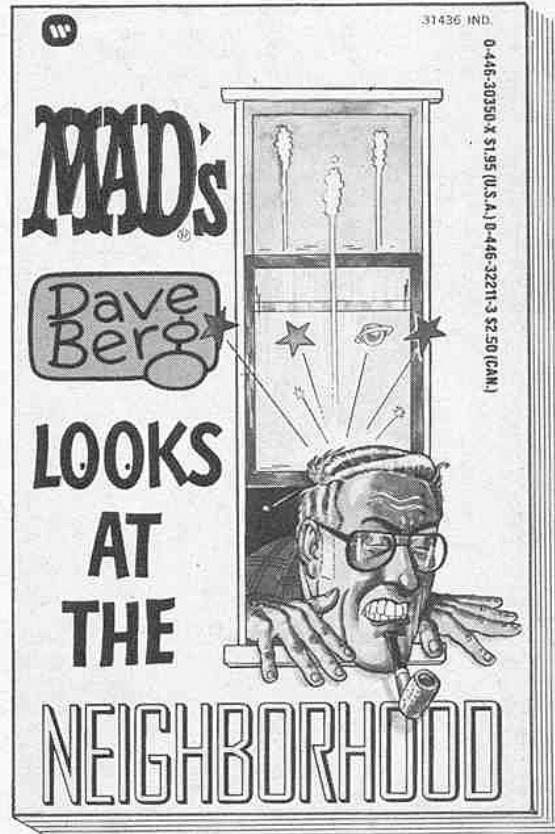
DAVE BERG

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BLOCK OFF, AND
SHOWS US THE
LIGHTER SIDE OF
HIS STREET, WHEN
HE PUTS HIS
ENVIRONS ON THE
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- MAD at You
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- The Medicine MAD
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- Swinging MAD
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- SuperMAD
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- MAD Barfs
- Eternally MAD
- MAD About Town
- Big MAD On Campus
- The Endangered MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes on Strong
- DON MARTIN Carries On

- DON MARTIN Steps Further Out
- DON MARTIN Forges Ahead
- DON MARTIN Digs Deeper
- DON MARTIN Grinds Ahead
- DON MARTIN Captain Klutz II
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
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- DAVE BERG Looks at You
- The All-New SPY vs. SPY
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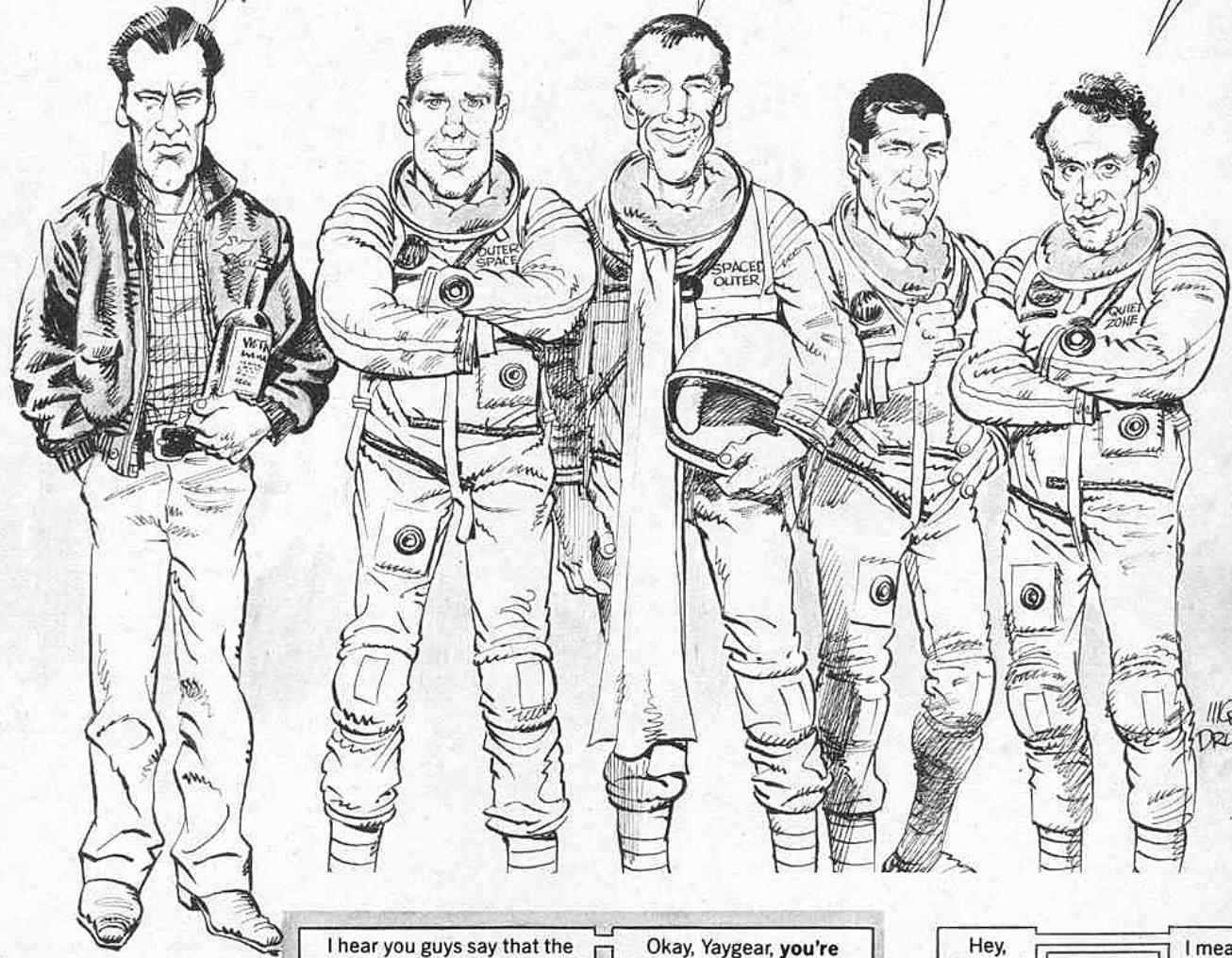
I'm Chuck Yaygear! I've been higher—and faster—than any man in the world! So much for my "drinking" and "sex" habits! I'm also the best test pilot in the world! Which is why they didn't choose me for the Space Program! There's no room for excellence in any Government Project!

I'm Scott Carpentry! People ask why we're spending billions to explore space when there are so many poor people on Earth to support! We have to explore space to find out if there are any poor people out there to support!

I'm Alan Schlepper! When I signed up to become an Astronaut, I had no idea of the kinds of demands that would be made on my body! But I finally solved the problem by limiting it to only TWO or THREE GROUPIES a night!

I'm Gus Gruesome! I don't know if the other guys hold it against me for letting my space capsule sink, but when I'm not around, they refer to me as the "Jacques Cousteau of Outer Space"!

I'm Wally Hurrah! If I'd known they were going to make the story of the Mercenary Astronauts into a major motion picture, I would've said a helluva lot more than I did during the Space Program!



THE VERY FIRST JET PILOTS BELIEVED THAT A DEMON LIVED IN THE SKY, AND THAT WHEN YOU CAME FACE TO FACE WITH IT, YOUR CONTROLS WOULD FREEZE UP, YOUR INSTRUMENTS WOULD SHATTER AND YOU WOULD POOP IN YOUR PANTS. THEY BELIEVED THAT THIS CREATURE LIVED BEHIND A BRICK WALL CALLED THE "SOUND BARRIER." BUT SOME WERE BRAVE ENOUGH TO GO LOOKING FOR THE DEMON. THESE MEN WERE GIVEN SPECIAL EQUIPMENT CALLED "TEST PLANES" AND SPECIAL INSTRUMENTS CALLED "TEST GAUGES." AND THESE MEN WERE CALLED SPECIAL NAMES—LIKE "IDIOT" AND "SCHMUCK"!

I hear you guys say that the sound barrier can be broken!

I say it can be broken for \$150,000!

I say it can be broken—and I'll do it for free!

Okay, Yaygear, you're ON! Although I'm breaking one of the cardinal rules of our Government: Never have anything done for free when you could pay \$150,000 for it!

Hey, Yaygear! Where are you going??!

I'm off to break the sound barrier!!

I meant in an airplane! Not on a horse!



I'm Deke Slayem! I almost didn't make the team! Oh, I got high marks on all of my physical endurance tests—but I barely squeaked by with a "C—" on my "Charisma" exam!

I'm Gordon Kookie! They call me the self-confident one, the guy who thinks he's REALLY IT! Baloney! I just do my job REAL WELL! And it beats me why the Government hired these six assistants for me!

I'm John Grin! They call me the "Clean Marine"! But quite frankly, when I hear that nickname, I get so sick I could just barf my milk and cookies!!

BLAST-OFF DEPT.

THESE ARE THE MEN
THAT THE GOVERNMENT PICKED
WHEN THEY WENT LOOKING FOR...



THE RIGHT STIFF



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



I had a little accident yesterday! My horse threw me and I broke a few ribs! I don't want those guys from Washington to think there's anything wrong with me!

Are you kidding?! Just the fact that you're actually GOING THROUGH with this crazy thing makes them KNOW there's something wrong with you!

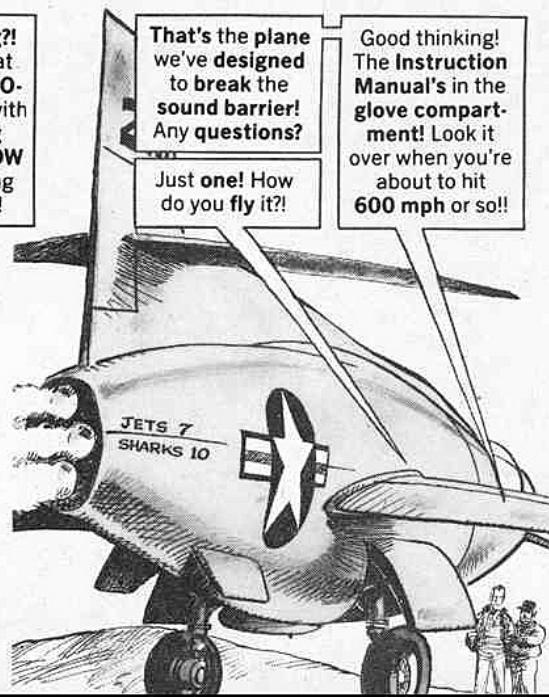
That's the plane we've designed to break the sound barrier! Any questions?

Just one! How do you fly it?!

Good thinking! The Instruction Manual's in the glove compartment! Look it over when you're about to hit 600 mph or so!!

Hey, Yagear! What's it like? How are you feeling?

My head's throbbing, my blood pressure's going through the roof and my vision is all blurred!!
Man, that Pauncho can mix a mean Marguerita!!



And just what do you think you're doing?!

Calling my paper! This is big news!!
Yaygear just broke the sound barrier!

I'm sorry, but that's confidential information! And to insure that this story never leaks to the press, I'm going to have to take away your dime!

Oh, wow! You guys have the toughest security system I ever saw!

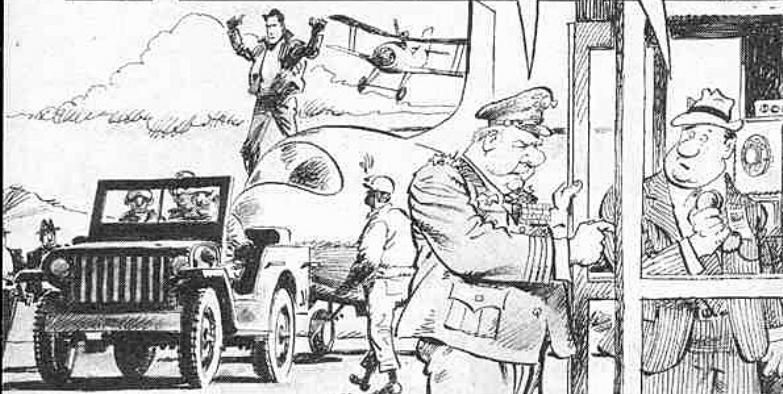
PHOT

Everybody is calling Chuck Yaygear the fastest man on Earth!!

Oh, yeah? They ought to check out how MY husband MAKES LOVE!

Gee... I sure hope there's enough to DO on this desolate Air Force Base!

Not to worry! Between boozing at Pauchos... and attending funerals... the days will just fly by!!



The Russians have a space capsule up...!! Sputnik!

Nudnick!

No, Sir, I'm sure that it's called Sputnik!

The capsule IS called Sputnik! YOU'RE the Nudnick! We know about the Russians!

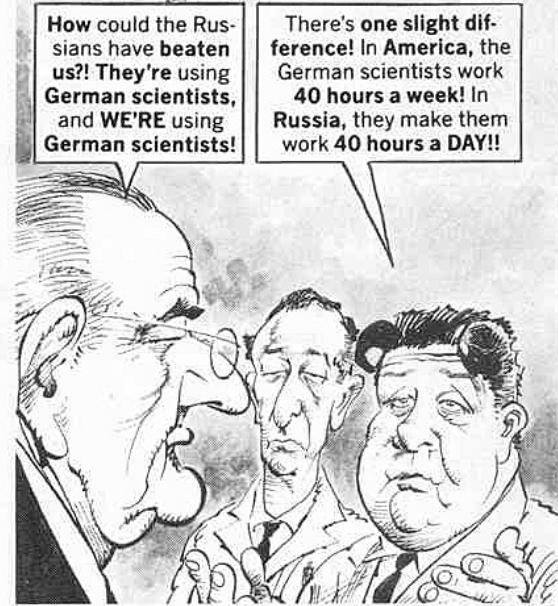
We've got to put something up into space immediately!

How about we send up a monkey?

No, we need Lyndon here on the ground!

How could the Russians have beaten us?! They're using German scientists, and WE'RE using German scientists!

There's one slight difference! In America, the German scientists work 40 hours a week! In Russia, they make them work 40 hours a DAY!!



Mr. President... we've started scouting possible candidates to send into space! Our best bet is "The Flying Zucchinis!" They work cheap, but they'll want us to put up a net over North America which will cost \$45 billion!

No! Since these men will have to FLY, I suggest we get PILOTS!!

Wow! What an incredible thought!! This, Gentlemen, is truly the military mind at work!

AND SO, AMERICA LAUNCHED A CAMPAIGN TO FIND A GROUP OF MEN TO SEND INTO SPACE. THEY SEARCHED EVERY PLACE THAT OFFICERS QUALIFIED TO FLY COULD BE EXPECTED TO BE FOUND:

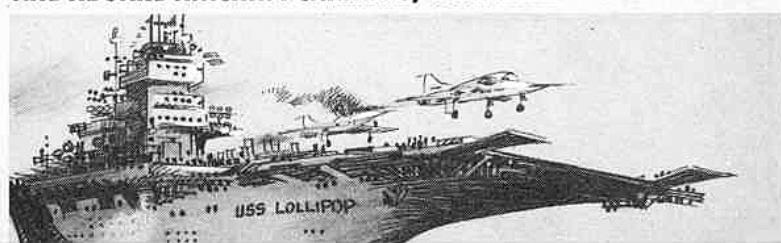
...ON TV GAME SHOWS...

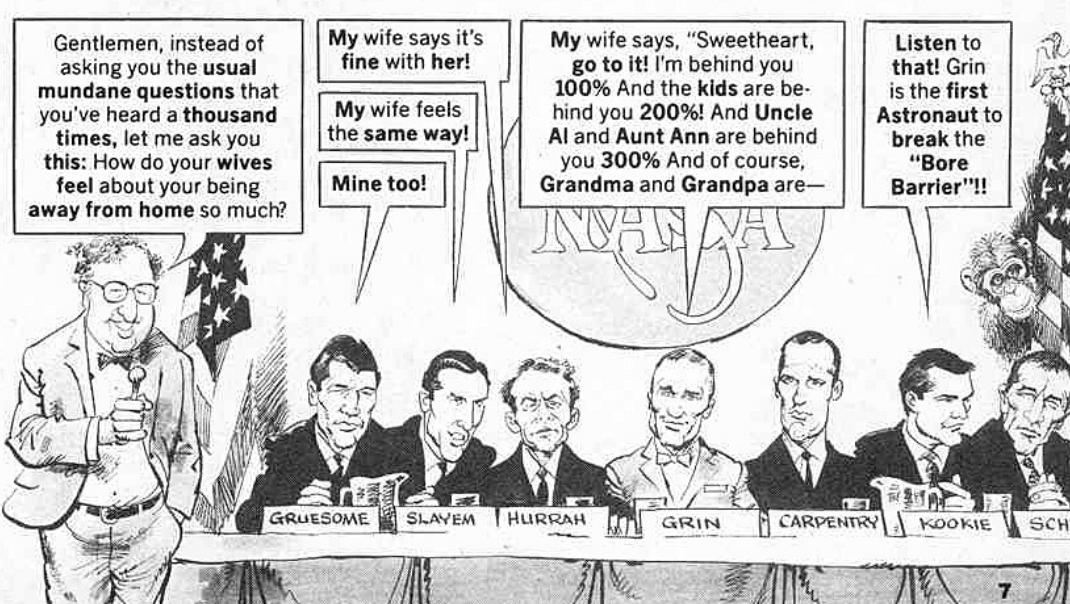
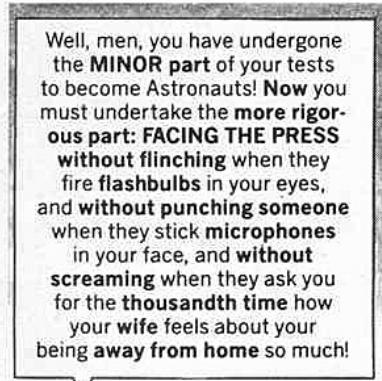
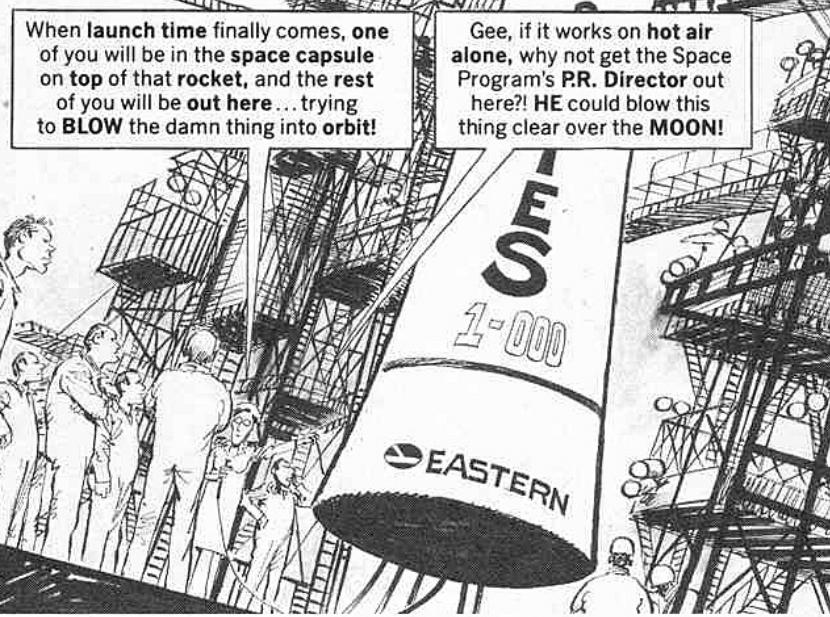
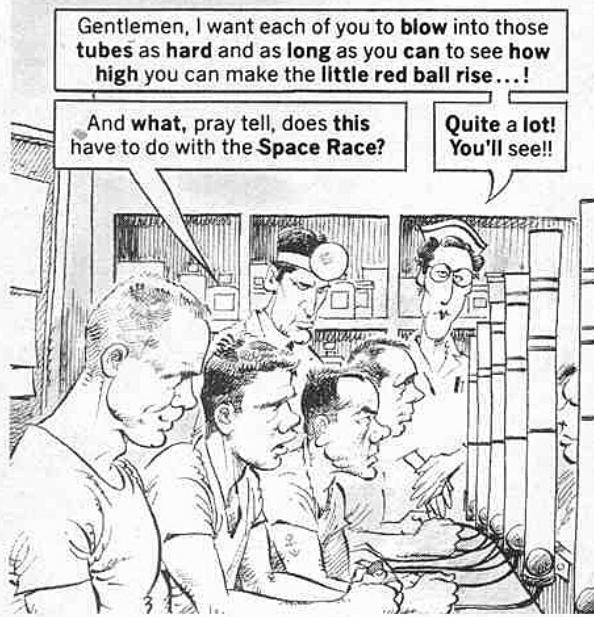
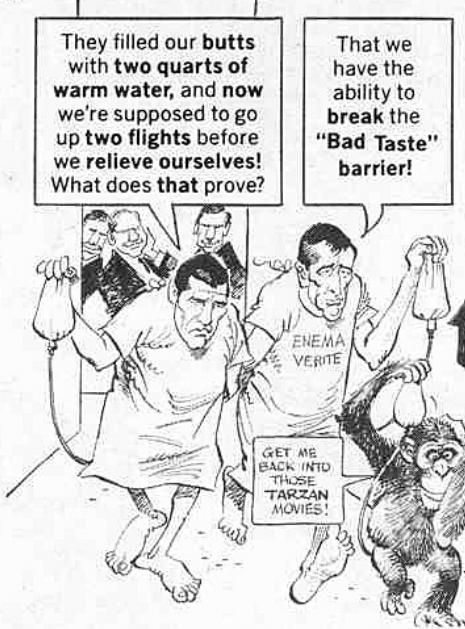
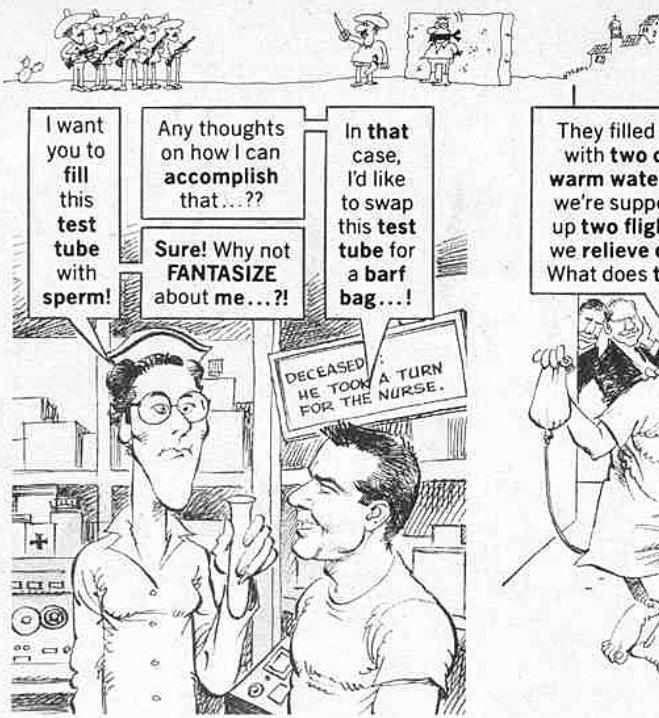


...IN SLEAZY BARROOMS...



...AND IN THE MOST UNLIKELY PLACES OF ALL, ON AIR BASES AND ABOARD AIRCRAFT CARRIERS, WHERE THEY DO FLYING STUFF.





Gentlemen, sign these contracts with "Like Magazine," and each of you will earn \$25,000 a year!

Gee... I don't know about this! I'm not a very good writer, and my life isn't that interesting!

Don't worry! I've got 300 writers on my staff! When they get finished, your life will seem so exciting, you'll wish you'd really lived it!

That's the sixth failure! We'll never catch up with the Russians!

Look at the bright side, Kookie! We're at least two years ahead of them in the Scrap Metal Race!



Since you can't seem to get your ROCKETS up, fellahs, maybe WE can help you raise SOMETHING!??

Hey, guys... I think we're about to break the "Sex Barrier"....!!

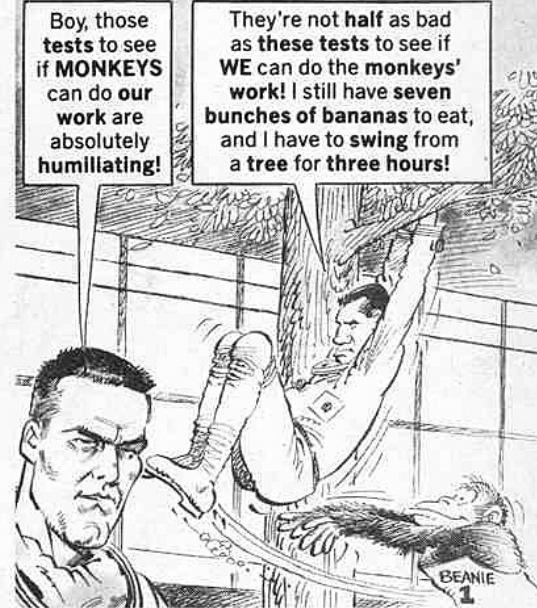
I will not stand by while you men run around with loose women...!!

Who are YOU supposed to be... our Spiritual Advisor?!!

No, I'm just expressing my feelings! But I will be hearing Confession tomorrow, right after Mass...

Boy, those tests to see if MONKEYS can do our work are absolutely humiliating!

They're not half as bad as these tests to see if WE can do the monkeys' work! I still have seven bunches of bananas to eat, and I have to swing from a tree for three hours!



Looks great... but where's the window?!

And we gotta have an explosive hatch... or I won't be able to screw up by blowing the hatch prematurely!

Sorry! We don't make alterations!

You don't make alterations?!! Is this NASA, or a Department Store? We'll let the Press decide....!!

How did the Press get in here?!! This is a Top Secret Security Area....!!

Well, they're not really in here! They're ten feet away being restrained by a piece of string....!!

Then our security is still intact! No alterations!!

Really? I guess I'll just pass out dimes for phone calls...!!

Okay! You win!! You'll get your window—and your hatch!!

TOP SECURITY AREA



This is Eric Neveride! America has put a monkey into space... and the Russians have made monkeys out of us by putting a man into space! But today, Alan Schlepper, America's first man in space, is poised, ready to be launched into history! And we can hear his fellow Astronauts cheering him on...

Go, Alan!
Go!
GO!!

I JUST DID!
Now, my space
suit needs to
be dry cleaned!

Does he
mean what
I THINK
he means?!

Yes, but don't
worry! We broke
the "Bad Taste"
barrier already!



Meanwhile, at this very moment, reporters are swarming all over the Schlepper household, trying to get vital information from Louise Schlepper about her Husband...

What brand of
COFFEE does
he drink...?

What brand of
TOOTHPASTE
does he use?

What brand of DISPOSABLE
DIAPER does he wear when
he goes into space...??



Here we are, many months and one panel later, at the El Divo Hotel! It's an entirely different scene this time, because Gus Gruesome blew that hatch and his space capsule sunk... along with any chance of his wife meeting Jackie Kennedy...

Look, Sweetie! They filled the refrigerator with beer for us!

Beer?! Not even Champagne?!
They owe you, Gus! They owe
you a lot for what you did!!

Actually, Dear, it's the
other way around! As an
Astronaut, I'm responsible
for the safe return of my
capsule! So I owe THEM!
BOY... do I owe them...!!



Grin, the Russians
have a man in space
orbiting the Earth!

If we don't put a
man in orbit now,
the Space Race is
over and we've lost!

I'm your man!!

I should tell you that
the rocket we plan to
use hasn't been tested,
and we're not sure the
capsule will stand up
during re-entry! But
we know we can count
on you, John Grin...!

Oh... you
want JOHN
Grin...!
This is
DON Grin!
Sorry...
you have
the wrong
number!!



Well, we finally got
you launched into
space, John Grin...
and everything is
perfect! You're free
to go a full seven—

BEEP! BEEP! BEEP!

Yep...
like
I said,
you're
free to
go a full
FIVE
orbits!!

What happened to
SEVEN orbits...?!

What's the dif-
ference? Once
you orbit the
Earth, you've
seen it all!!!



Do you
mind tel-
ling me
what's
going on?

His heat shield
may have come
loose... but
we're not sure!

How
will
you be
sure??

If the rocket comes
down, and you can fit
what's left of it into
a shoe box, the heat
shield came loose!!



Uh...John... we're going to have to bring your capsule down after the third orbit!

THIRD orbit?! We've gone from seven to five and now to three! Man, that burns me up!

Bite your tongue!!

You're now on manual! Just make sure the heat shield is facing DOWN! And John, do you still have those sandwiches I made??

Yeah...I got 'em!!

Well... get rid of them and wrap yourself up in the aluminum foil...!

I read you! HOO-BOY, do I read you! Isn't there ANYBODY down there who can help me...??

Hey, John, this is Kookie! I'm monitoring you from Australia! Cheer up! I've got 3 Witch Doctors performing mystical rites!

Well, that sure sounds better than our scientific clowns down there performing statistical wrongs!!

Hey! Yaygear just climbed into that new \$800 million jet, and he's taking it up!

Give me that phone!

Are you calling the General??

No, you idiot! The Insurance Company! You KNOW that Yaygear never brings anything back in one piece!

Oh, boy! Yaygear not only holds the record for the world's HIGH-EST ALTITUDE FLIGHT, he now holds the record for the world's DEEPEST LANDING!!

What happened...?

I forgot to ask for that piece of gum I always ask for before I test a plane!

No...to keep these planes together when I hit the boosters!!

Ladies and Gentlemen... we are here to honor the seven Mercenary Astronauts who have brought so much glory to our nation!

And what better way to thank them before God and the world than to have a STRIP TEASE ARTIST come out and do a hokey fan dance!

So... say hello to Miss Sperry Rand!!

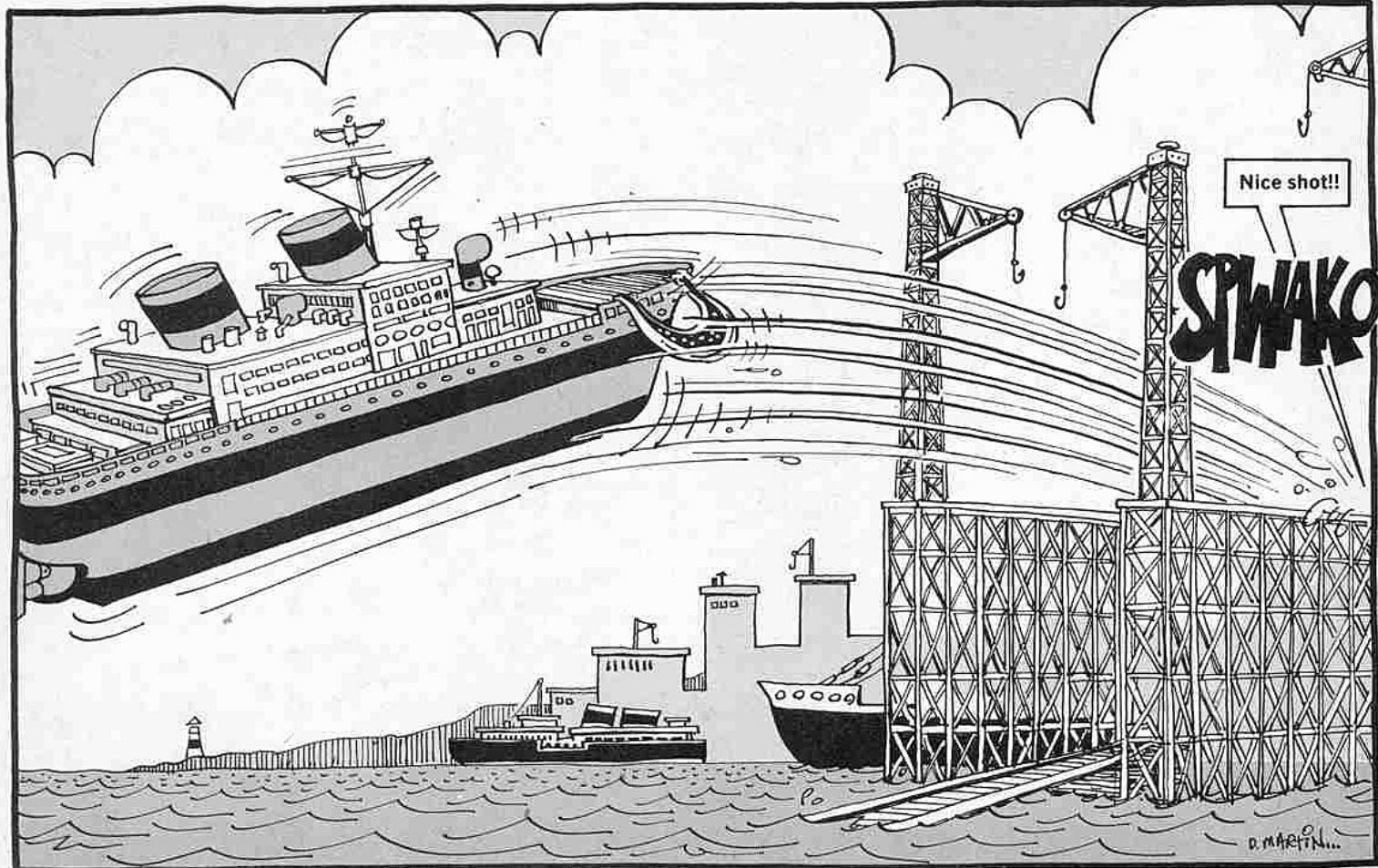
...and I want to thank you all for your help and your prayers!

The Space Program has had a great effect on us all! But for me, it's not over!!

It has launched me on a POLITICAL career that, hopefully, years from now, will enable me to splash down in the White House!

He's got as much chance of THAT as the MOVIE ACTOR who starred with BONZO THE CHIMP!!

ONE MORNING ON THE WEST COAST



Ever wonder why hospital nurses are late with bedpans, why doctors and internes can't be located and have

HOSPITAL BUL

Lost - My favorite forceps, probably left in incision during one of 12 appendectomies I performed last week. Nurses are asked to take note of any complaints of severe pain, nausea, cramps, etc.

Dr. Entwhistle

This Thursday's Lecture by Doctor Thaddeus N. Winkle in the Memorial Auditorium

"SCALING DOWN FEES FOR THE LESS WEALTHY PATIENTS"

Has been cancelled indefinitely because of lack of interest.

To: All Nurses and Internes
From Administration Office

You are hereby ordered to prevent, by whatever means at your disposal, the departure of all discharged patients until after 11 a.m. so that they may be charged for an extra day.

A farewell party will be held Saturday evening for Resident Doctor Sidney Youngblatt, who has been dismissed by the hospital board for performing an emergency tracheotomy without checking first on the patient's ability to pay.

Will trade 5 Medicare patients (netting over \$600 per month in fees) for one rich, chronic hypochondriac. *Dr. Reeves*

Congratulations to Nurse Wanda Edgely (4th floor) for most closely predicting (to the hour and minute) the death of the terminal patient in Room 607, thereby winning the \$100 Geriatric Service staff pool.

Dr. Wilberforce wishes to thank the members of his surgical team who improvised for him when he fainted from squeamishness during last Friday's unsuccessful kidney transplant in Operating Room D.

Your name inscribed on a beautiful diploma of the Medical School of your choice. Guaranteed to look authentic. All colleges and universities available. Framed in glass - Yours for only \$175.00 per diploma. No questions asked.

*A & B Doctors Service
Tel: 555-8778*

to be paged? Most likely because they're checking out the latest offers, announcements, etc. on their . . .

LETIN BOARD

I want to thank first-year Interne Clyde Muttz for covering for me during Sunday's heart transplant, enabling me to defend (successfully!) my title at the Rolling Hills Country Club Golf Turnney.

—Dr. Fulsham

Dr. Thaddeus Phyle wishes to thank everyone who expressed condolences on the death of his brother, Dr. Ezra Phyle, and to announce that he will sell his brother's MD licence plates (enabling anyone to park anywhere anytime) to the highest bidder.

MURRAY MINKLER
ATTORNEY AT LAW
("The Doctor's Mouthpiece")

IS PLEASED TO ANNOUNCE THAT HE HAS EXPANDED HIS PRACTICE AND NOW WILL DEFEND, IN ADDITION TO MALPRACTICE SUITS, ALL CASES INVOLVING INCOME TAX EVASION, ILLEGAL FEE-SPLITTING, QUESTIONABLE KICKBACKS AND GENERAL PROFESSIONAL INCOMPETENCE

Send a Get-Well card to Interne Robert Tugwell, who's still in grave condition in the Infectious Disease Ward after eating a meal in the Patients' Cafeteria.

FOR SALE. UNOPENED CASE OF AMPHETAMINES. HIGHEST OFFER TAKES. NO QUESTIONS ASKED.

NURSE ELVIRA SKAGG
PHARMACY

Will trade my Morocco-bound 12-volume set of Gray's Anatomy for one copy, in good condition, of "Doubling Your Income Through Fee-Splitting" by Yulvey.

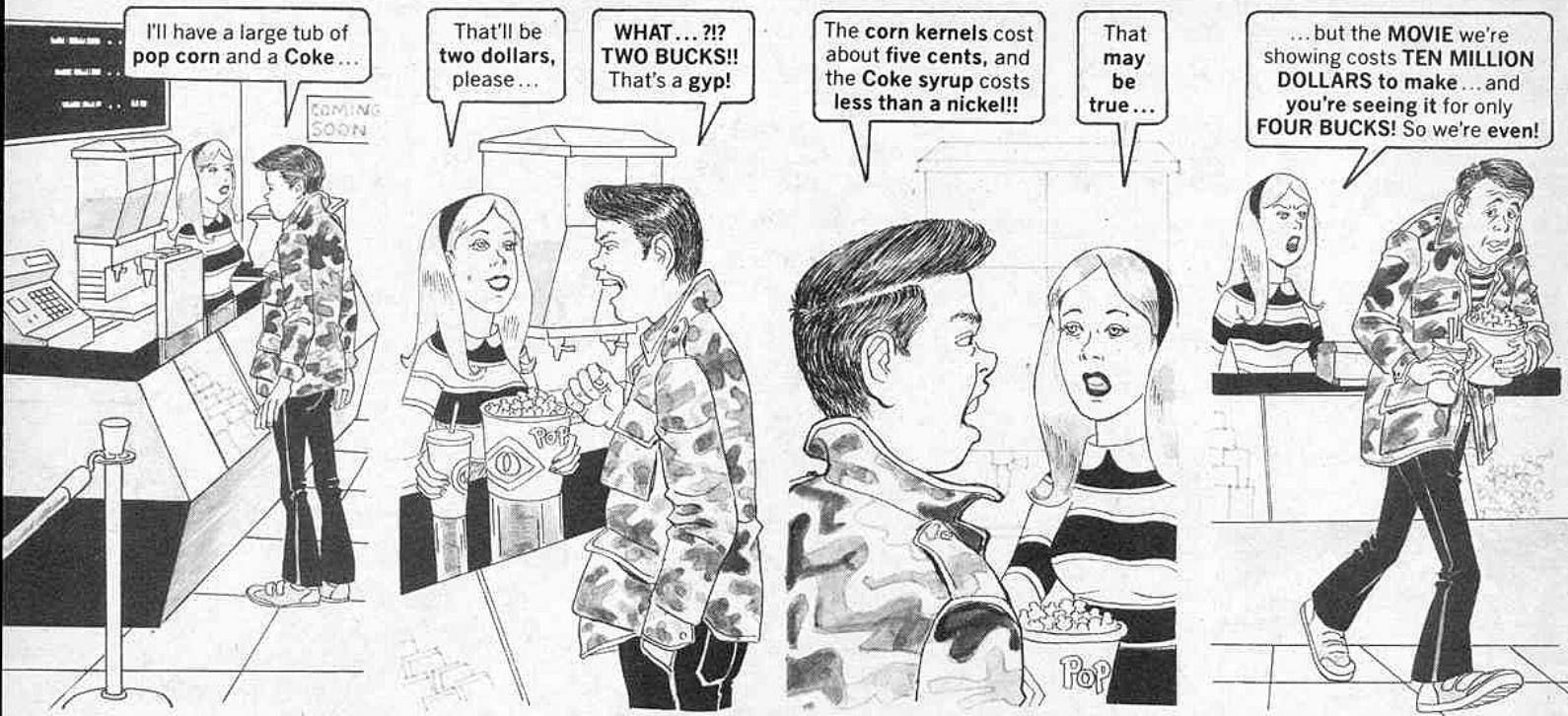
—Dr. Estroyen

WE COLLECT FROM DEADBEATS—OR ELSE!
"When your patient can't pay,
We find him the way!"
FAZIO and SPINELLI
Loan-Sharks and
Strong-Arm Specialists
551-8730

To: All Nurses
From: Head Nurse Myra Skumble
The following services to patients must be performed daily at exact times stipulated:

7:00 a.m.—Serve breakfast
7:00 a.m.—Take Temperature
7:00 a.m.—Give enema
9:30 a.m.—Give prescribed medication
10:00 a.m.—Confer with doctor on change in medication
10:30 a.m.—Give revised medication
12:00 noon—Administer bed pan
12:00 noon—Serve lunch
2:30 p.m.—Administer sedative
2:30 p.m.—Admit visitors
2:45 p.m.—Give enema
6:00 p.m.—Serve dinner
6:00 p.m.—Take specimen
9:00 p.m.—Lights out
11:00 p.m.—Give prescribed medication
2:00 a.m.—Give prescribed medication
3:30 a.m.—Administer sleeping pill
5:30 a.m.—Wake up patient

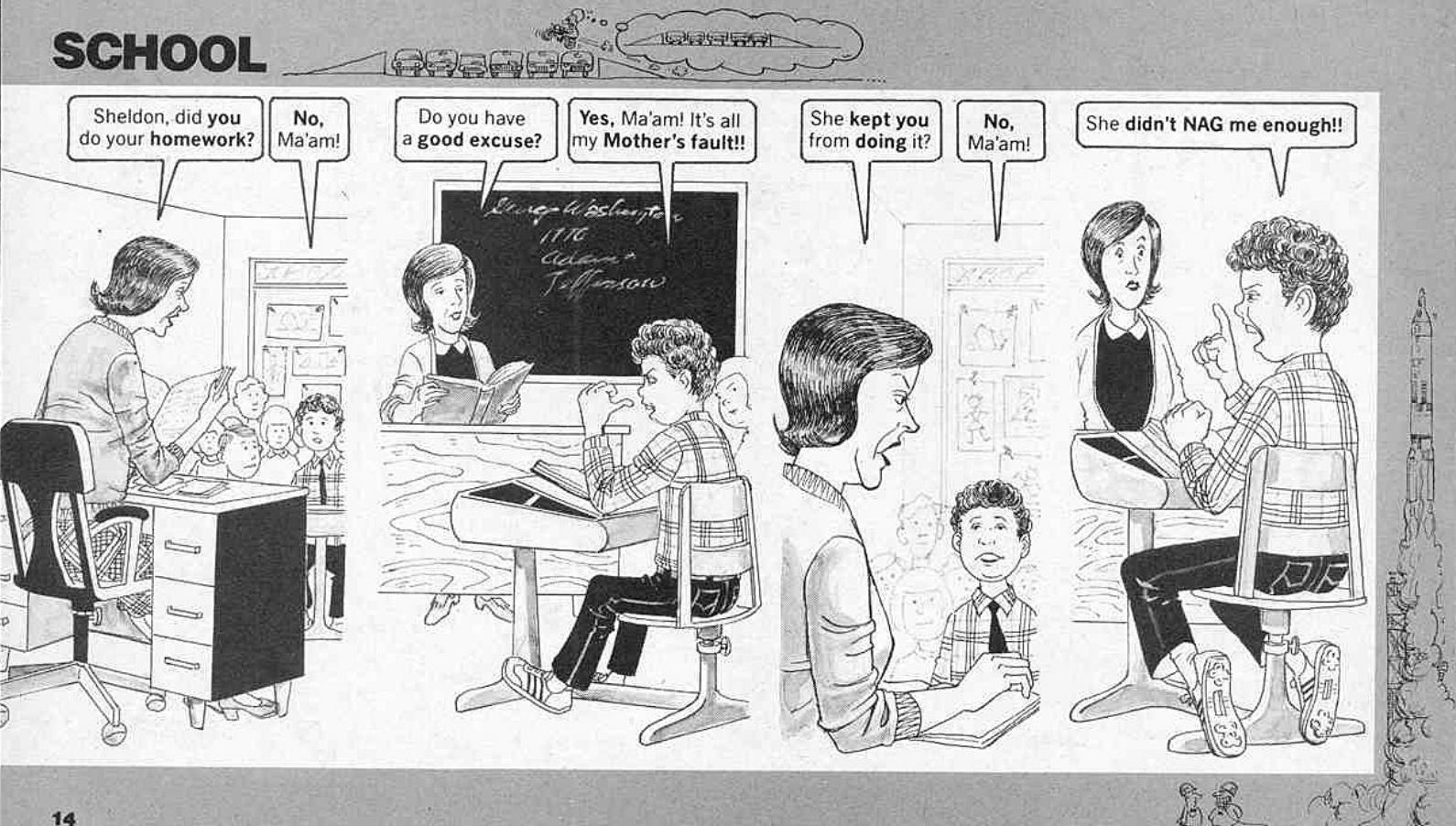
MOVIES



BERG'S-EYE VIEW DEPT.

SCHOOL

THE LIGHT



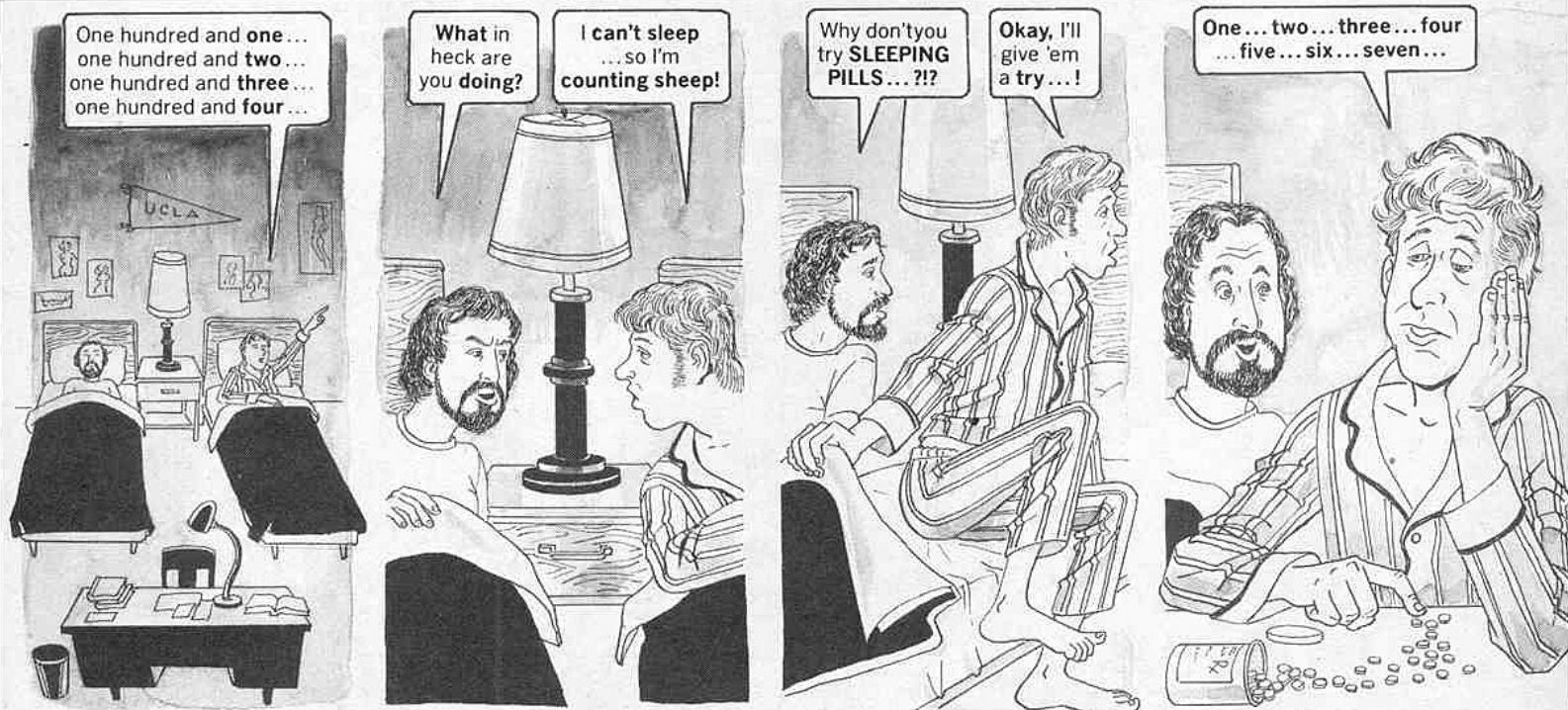
SHOPPING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

INSOMNIA



CONVERTIBLE SOFAS



We'd like to see something in a pull-out bed for overnight guests!

Certainly! Here's a very nice one! Try it! yourself!

I must say, this is very comfortable! Not too hard...not too soft! In fact, it's just right...

Good!! Will this be cash or credit card...?

NEITHER! We're not taking it!

But you said it was just right!! Very comfortable!

That's the trouble with it! We don't want anybody staying a second night!!



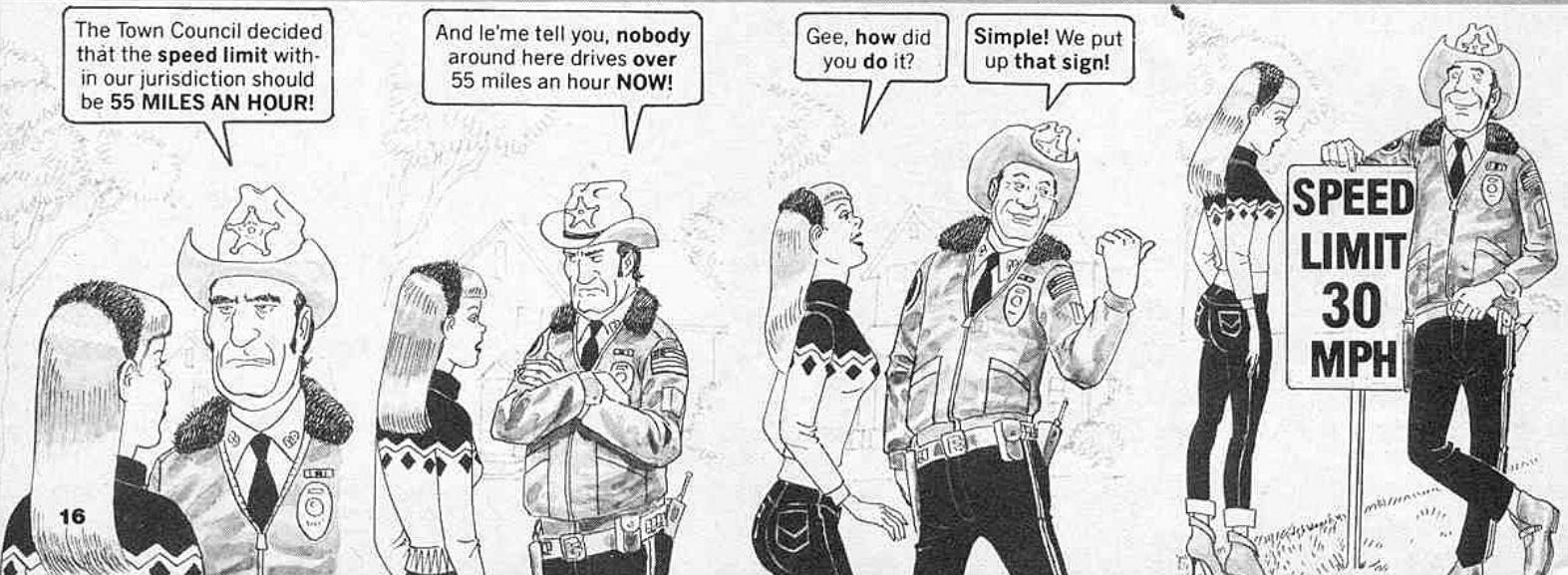
WORRY



JOB HUNTING



THE LAW



MOTHERS



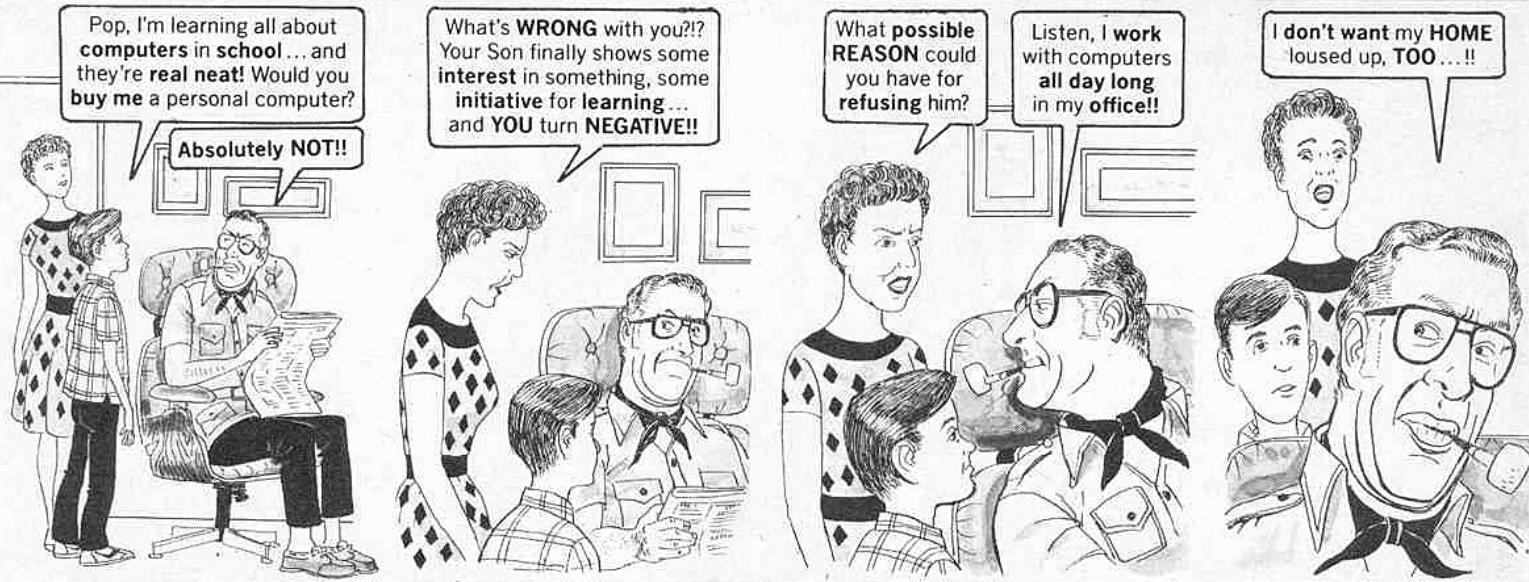
THE BLUES



APPRECIATION



COMPUTERS



SALARIES



EMPATHY



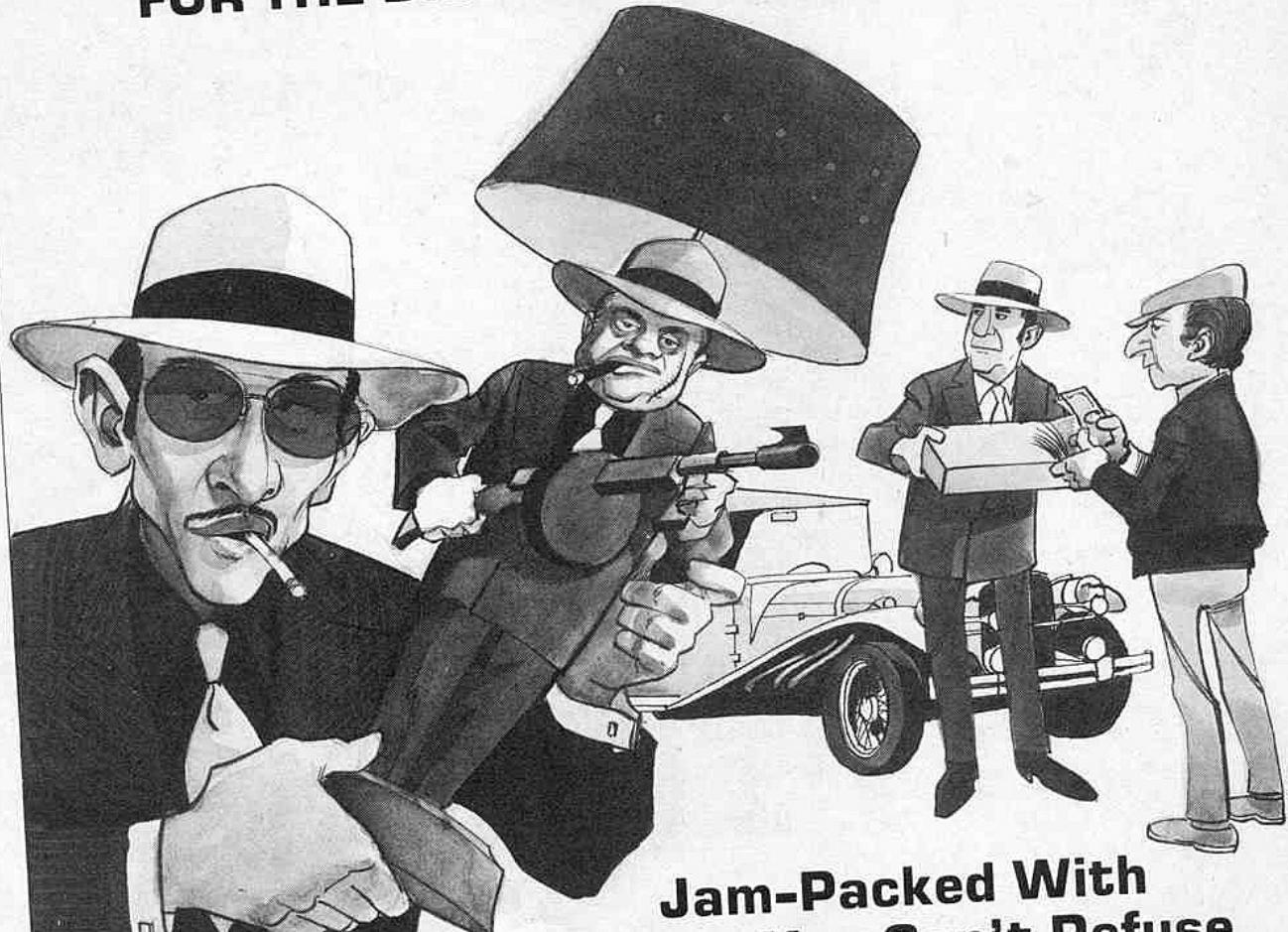
OFFERS YOU CAN'T REFUSE DEPT.

Rather than face the unruly crowds, uncaring sales persons and unbelievably slow-moving lines in department and discount stores today, many people are doing their shopping via mail from their own homes. Mail order shopping is especially helpful to those people who don't want to show themselves in public for other reasons... like members of "The Mob." Recently, we came across a mail order catalogue filled with items aimed directly at all these underworld consumers. So here we go with:

M.O.B.
MAFIA OUTLET
BUREAU

**1984 SHOP-BY-MAIL
CATALOG**

**BARGAIN PRICED MERCHANDISE AND GIFTS
FOR THE DISCRIMINATING MOBSTER**



The Al Capone
Commemorative Lamp
(see Page 49)

**Jam-Packed With
Offers You Can't Refuse
SERVING THE UNDERWORLD
SINCE 1927**

HAPPINESS
IS A
CLEAN
GETAWAY

GUNS DON'T
KILL PEOPLE
...WE DO!

CRIME
DOESN'T
PAY
TAXES

LUCKY LUCIANO'S
THUMB-PRINT

The thumb-print of the Mob's most celebrated hero now becomes a dazzling piece of modern abstract art. This is a 16" x 24" blow-up of Lucky's thumbprint taken by the FBI just before he was deported to Sicily. A real conversation-piece that will add class to any mob-leader's office or clubroom. State whether you want right or left thumb.

4115—LEGENDARY THUMB-PRINT

\$9.95

SAME, FRAMED IN RICH
GOLD-LEAFED PLASTIC

\$19.95



INSPIRATIONAL WALL PLAQUES

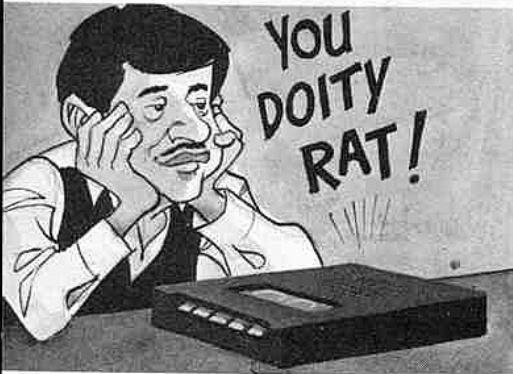
Wise sayings, witty epigrams that will dress up your hideout and impress your fellow thugs when they come to visit. Choose from (1) "I never met a man I couldn't bribe." (2) "If crime doesn't pay, how come I drive a Cadillac?" (3) "God hates squealers." (4) "Tomorrow is one more day you're not doing time."

4407—Each plaque

\$3.95

All four

\$12.00



"TUFF-TALK" CASSETTES

You can't be a believable mobster unless you talk like one. And now you can, with "Tuff-Talk," the easy way to master underworld lingo. Just play the cassettes and you'll be taught all the "right" expressions by Sal "Shades" Tartini, ex-capo of the famed Palazzo Family in Cleveland. Soon you'll get the handle on phrases like "Lean on the creep," "Tailpipe the rat," "Deep-six the fink which fingered Little Izzy," and hundreds more.

3459—"TUFF-TALK" CASSETTES ..

\$29.50

per set of six

LOAN-SHARK'S DATE BOOK

More than just a daily calendar or memo pad, this item is designed especially for the money-lender. Provides spaces for names of who owes you money, how late they are in payment, which limb you'll break if they don't come across. Special Order now and get Free Bonus Book: "Torture Techniques For Fun & Profit."

2167—LOAN-SHARK'S COMPANION

\$5.95



NIX THE TEENAGE PUNK LOOK

Even if you are one! Now, with "Beard In A Can," you can instantly add years to your looks. Simply rub the ash-like flakes on your face and you'll come off as a veteran hitman with a two-day beard. They'll never know you only shave once a week and have to show I.D. in bars. Choose from three lifelike shades—macho black, bigshot brown, honcho red.

2276—"BEARD IN A CAN"

\$4.95

"DIAMOND" PINKIE RING

Just because you're not a high-level Mafioso doesn't mean you can't look like one. Wear this glittering ring in your neighborhood. Only you will know the "rock" isn't real as local toadies kiss it and grovel at your feet while they thank you for letting them live. "Diamond" available in three sizes.

2414—Impressive giant size ..

\$19.95

Extra-large Capo size ..

\$29.95

Super-large Don size ..

\$39.95



GENUINE BRASS KNUCKLES

You can't beat this rap—a rap, that is, right on the kisser using good old "brass knucks." Reliable, perfect for enforcement problems, they save wear and tear on the hands. One size fits all, unless fingers are disfigured from punching without them. A must for the up-and-coming hoodlum; a great sentimental gift for your capo.

6512—BRASS KNUCKLES

\$19.95

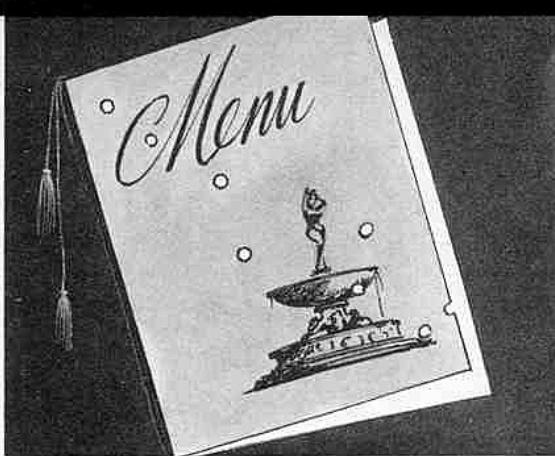


MYSTERY TRUNKS

What's in them? Hi-jacked appliances? Bank loot? A dead squealer? We've got dozens of them gathering dust in our warehouse—all left over from gang wars, heists, the estates of dead fences, etc. If you like the fun of opening surprise packages, then this item is for you!

3345—SURPRISE STUFFED
TRUNK

\$14.95



HISTORIC GANGLAND MENU

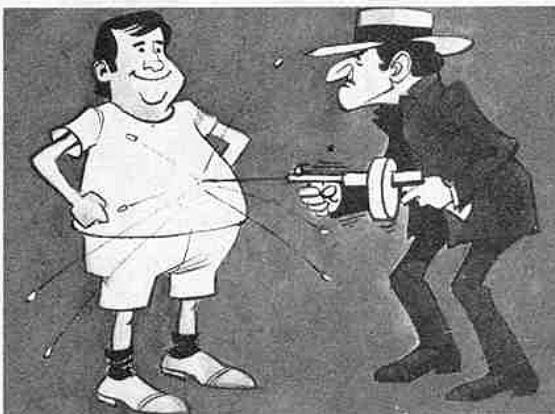
Now you can own a replica of the famed menu of the historic "Peace Parley Banquet," partaken by the Collazo and Bombagni Families in 1967 just after they agreed to split up Pittsburgh and only moments before Bombagni realized he was being set up to be rubbed out during the fifth course.

- # 8002—HISTORIC MENU.....\$5.95
- # 8003—SAME, WITH SIMULATED BLOODSTAINS\$7.95

BEGINNER'S COUNTERFEITING KIT

It's never too late to master this time-honored "money-making" craft. A few days practice, and you'll be turning out \$10's and \$20's that will fool a bank officer! Kit comes complete with dyes, paper, printing press and plates. A great "second income" for "nothing-to-do" days when you're between heists.

- # 2098—COUNTERFEITING KIT\$298.95



BULLET-PROOF UNDERWEAR

A flashy suit and tie mean nothing if you're not protected underneath. Our lead underwear will keep you alive when rival mobs try to gun you down. Let them plug away—you'll come through without a scratch. Choose from three fashion-plate colors—Marinara red; Zucchini green; Eggplant purple.

- # 4416—T-shirt.....\$22.50
- # 4417—Shorts.....\$19.95
- Add \$5.00 and have your monogram inscribed.

"HOW TO PICK UP BIMBOS"
Without a bleach-blonde floozie on his arm, a mobster counts for nothing. In this info-packed book, you'll learn where to find them, how to make a good first impression, when to slap them around, other valuable tips.

- # 3345—BIMBO BOOK .. \$7.95



STOLEN CREDIT CARDS

The handy alternative to using cash, especially when they're in someone else's name. Visa, Mastercard, Diners Club, you name it—we've got thousands taken from burglaries, heists, other sources we'd be foolish to name. Use them in restaurants, shops, wherever you can get away with it.

- # 1891—CREDIT CARDS Per dozen\$19.95



ADD-A-SCAR KIT

Top mobsters know that shakedowns are more successful when they look menacing. Now you can make your victims cower and cringe when you "touch up" your cheek with a life-like, chilling scar. Just follow the easy instructions and you're a cinch to frighten the life out of shop-keepers, news-dealers and others you prey upon.

- # 1113—SCARFACE KIT.....\$14.95



LEATHER PAY-OFF SATCHEL

Next time you visit a politician, drop off the cash in one of our plush leather Pay-Off Satchels. It's the class way of bribing, and separates you from mugs who use paper bags. Handy inside compartments can be used to separate small bills from \$50's and \$100's.

- # 27—LEATHER PAY-OFF SATCHEL .. \$27.50
- DELUXE VELVET-LINED VERSION FOR GOVERNORS AND U.S. SENATORS .. \$37.50



NEW IDENTITY KIT

The Feds are hot on your trail and you need to lay low or else face 10-to-20 years in the slammer. What to do? Just order one of our New Identity Kits, and in minutes you can turn yourself into, say, retired druggist Harold Piereson of Pueblo, Colorado. Each kit comes complete with new birth certificate, driver's license, social security number, the works.

- # 6167—NEW IDENTITY KIT\$99.95

There's an old joke which asks: What are the three biggest lies in America today? And the punchline goes something like: 1) The check is in the mail!, 2) I'll get back to you on Monday!, and 3)...well...the third lie is so filthy, disgusting and depraved we couldn't possibly type it and then use

MAD'S LIST OF R "THE THREE BIGGEST"

On any paint can label...



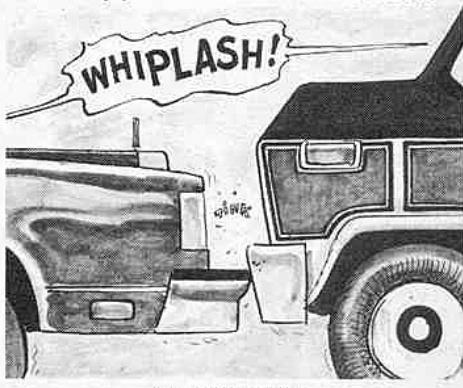
"One coat covers"

In any late-night TV commercial...



"Order now! This is a limited offer!"

At any fender-bender accident...



"WHIPLASH!"

In any classified ad section...



"You can earn up to \$1,000 per week in your own home!"

On any record album...



"Warning: Any unlawful copying of this record will result in criminal prosecution"

From any Pentagon official...



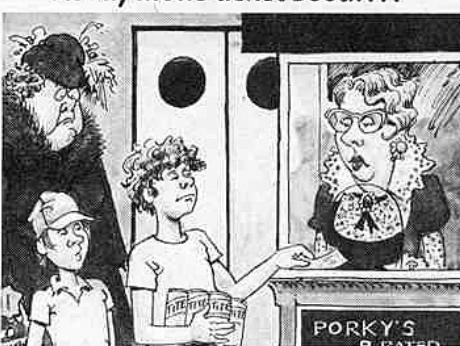
"The U.S. can survive a nuclear exchange!"

On any delicatessen wall...



"No beer sold to minors"

At any movie ticket booth...



"Rated R. Under 17 not admitted unless accompanied by parent or guardian"

In any automatic elevator...



"Door Close"

the same hands to touch those we love and respect. You'll just have to ask your father what it is. (Don't ask your mother!) Anyway, the point is: it's an old joke. And since it's been written, society has come up with a lot more blatant lies that it uses every day. "Like what?" you ask. Well, here is...

UNNERS-UP FOR "LIES IN AMERICA"

ARTIST: HARRY NORTH

WRITER: JOHN FICARRA



In any supermarket...



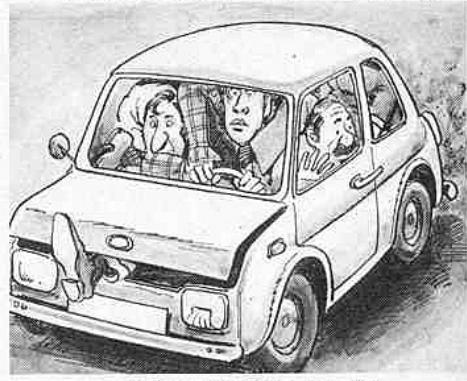
"Express Lane Checkout"

On any pair of socks or gloves...



"One size fits all"

In any compact car brochure...



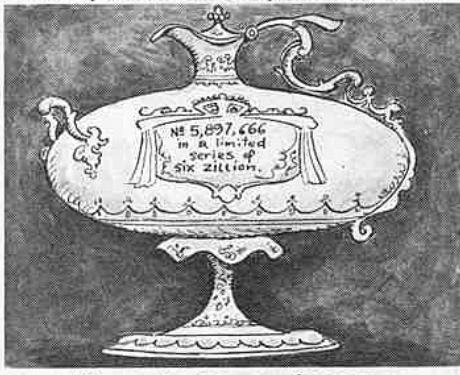
"Seats five comfortably"

On any garment...



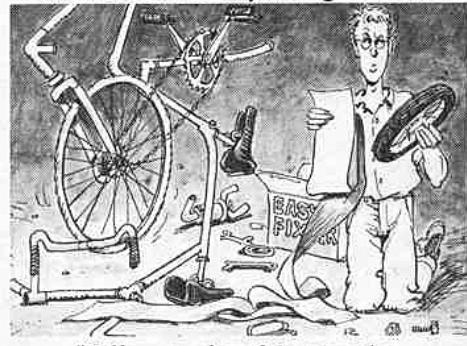
"100% Permanent Press
No ironing required"

In any ad for a tacky nick-nack...



"Guaranteed to soon become a
valuable collector's item"

*On the shipping carton of anything
that needs to be put together...*



"Follow enclosed instruction
sheet for quick easy assembly"

In any Hollywood Chapel...



"I do"

On any hiring office wall...



"An equal opportunity employer"

*On the cover of a certain un-
named so-called humor magazine...*



"\$1.25 CHEAP"

A number of issues back (# 174 to be exact), we pointed out that many of the words we use come from the names of real people. For instance, "diesel" comes from Rudolph Diesel, its inventor, and "derby" comes from the Earl of Derby, its wearer, etc. We then suggested that it would only be a matter of time before the names of current celebrities would become part of our language, and we presented a list of them to be added to the dictionary. Well, it's time to update that list as MAD now offers:

ADDITIONS TO THE DICTIONARY

asner

asner ('az-nur) *n.* : a cut-off grant. (*Because of the asner, we went down the tubes.*)
 barrett ('bar-ut) *n.* : a machine for digging up and distributing dirt; a manure spreader. (*Don't get too close to the barrett or you'll get spattered.*)
 bronson ('bron-sun) *v.t.* : to obliterate; to destroy; to wipe out. (*From the pile of bodies, we knew the city had been bronsoned.*)
 brooks (bruks) *adj.* : describing a gross national product.
 'bush (bush) *v.i.* : to wear out from lack of use.
 'bush *n.* : the half of the ticket that's thrown away.
 capote (kü-'pō-tē) *v.i.* : to curve; to deviate. (*The road is straight for a mile, then it capotes.*)
 'carter ('kär-tur) *interj.* : a term of disappointment.
 'carter *n.* : a beer bust; a flaky cracker devoid of taste.
 cher (shär) *v.i.* : to flash on the screen, then disappear.
 connery ('con-ur-ē) *n.* : a gilt-edged bond. (*With these connerys, we'll make a killing.*) see moore.
 dangerfield ('dān-jur-feld) *n.* : self-abuse.
 derek (de-rük) *n.* : a knockout requiring a count of ten.
 falwell ('fal-wel) *n.* : a majority of one.
 farrow ('fa-rō) *n.* : a woody substance, syn. keaton, lasser.
 'ford (ford) *v.i.* : to stumble over one's feet; to suffer injury from inanimate objects; to fall upstairs.
 'ford *n.* : a solo performer; a raider.
 gaines (gānz) *n. 1:* a dumping ground for garbage; a trash heap. *2:* pollution. (*The gaines got worse and we had to close the beaches.*) syn. feldstein, meglin, sicarra.
 garfunkel ('gar-funk-ul) *n.* : one of the performing arts. syn. carney, tatum.
 graham ('gra-um) *n. 1:* a compulsive saver. *2:* a revival. (*The graham can't*

hold a candle to the original.)
 henson ('hen-sun) *v.t.* : to manipulate. (*He couldn't control himself because he was hensoned.*)

hepburn ('hep-burn) *n.* : something that improves with age.

houseman ('hous-mun) *n.* : an over-inflated commercial hot-air balloon.

jagger ('jag-ur) *n.* : a semi-precious stone.

kermit ('ker-mit) *adj.* : high on the hog.

khomeini (ko-'mā-nē) *n.* : an internal disease for which there is no cure. ("It's khomeini," the doctor said, "and it's spreading.")

kuhn (kün) *n.* : a power failure. (*Because of the kuhn, there was chaos everywhere.*)

lucas ('lü-kus) *n.* : a space-filler.

mondale ('mon-däl) see bush.
 moon (mün) *n. 1:* a banned, illegal import. *2:* a mental illness that affects the young. (*He's suffering from moon, so what can you do?*)

moore (mōr) *n.* : a bond of little more than face value. see connery.

nimoy ('nē-moi) *adj. 1:* vulcanized. *2:* direct; to the point.

o'connor (ō-'kon-ur) *n.* : a fallen arch.

osmond ('oz-mund) *n.* : a tooth of abnormal whiteness. (*He flashed his osmonds and blinded the audience.*)

osmond *n.* : innocence; purity. (*While others went wild, she held on to her osmond.*)

parton ('pär-tun) *v.i.* : to stand out. (*Most of the hills are small, but those big ones—see how they parton?*)

pavarotti (pav-ū-'rot-ē) *n.* : a stuffed Italian meatball served in great quantities and consumed with relish. (*The pavarotti ended the dinner on a high note.*)

rather ('rath-ur) *n.* : an anchor that falls short.

reagan ('rä-gun) *n.* : a sad condition often leading to depression.

reagan *v.i.* : to lose one's direction

youngman

while looking for one. (*He reaganed and, as usual, no one could follow him*)

reeve (rēv) *n.* : a quick-change artist.

reggie ('rej-ē) *n.* : a hot dog concession.

rooney ('rū-nē) see villechaize.

rose (rōz) *adj.* : once red, but now fading with age.

salazar ('sal-ū-zär) *v.i.* : to win in the long run.

schwarzenegger ('shwarz-en-eg-ur) *v.i.* : to throw one's weight around; to muscle in. ("This town ain't big enough for the both of us," he said as he schwarzeneggered.)

selleck ('sel-ük) *v.i.* : to become crazed with lust and desire. (*He walked into the room and she sellecked.*)

shields (sheldz) *n.* : a decorative ornament of little creative value.

simon ('sī-mun) *n.* : a hitman who rarely misses.

spielberg ('spēl-burg) *adj.* : to emit a weird, unworldly cry. (*The creature spielberged, scattering the onlookers.*)

stallone (stū-lōn) *n.* : a rocky stretch. (*Hold on—there's another stallone ahead!*)

staubach ('stō-bok) *n.* : a passed-out cowboy.

steinbrenner ('stīn-bren-ur) *v.i.* : to go berserk with a club. (*We screamed in horror while he steinbrennered.*)

townshend ('town-zund) *n.* : a crumbling rock formation. (*It looks like a townshend, but who can tell?*)

villechaize ('vil-ū-shāz) *n.* : a unit of measurement; two of which equal one rooney or one williams.

walesa (vä-'len-sü) *n.* : the polestar. (*There, beneath the Great Bear, we saw the walesa.*)

watt (wät) *n. 1:* a steal leading to a give-away. *2:* a man-made natural disaster.

williams ('wil-yumz) see villechaize.

youngman ('yung-mun) *n.* : an overripe banana. syn. amsterdam, berle.



CLASS ACT DEPT.

Every year, Academy Awards are presented to the best actors and actresses in the Motion Picture Industry. But what about all the other industries where "acting" is important? Like for instance those real-life performances that take place every day in our schools! We think it's about time that the actors and actresses in our Educational System were given the recognition that is due them! Here we go with:

ACADEMY AWARDS FOR TEACHERS

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

Welcome... to the fabulously plush "Teachers' Lounge" of the scandalously constructed Alfred E. Neuman High School ... where all of the greats and near-greats of Education are gathered to witness the "First Annual MAD Academy Awards For Teaching"!

Incidentally, the "Teachers' Lounge" is the favorite room of the faculty members of any typical High School! Here is where they can relax, light up a cigarette, puff a joint, down a drink or whatever! In other words, it's the only place in the school where the Teachers can enjoy the same privileges as the students!

Tonight, the winners in each category will receive this coveted gold statue, the "Edward," named after the Mayor of The Big Apple, who, in solving a recent financial crisis, put the Teaching Profession in its proper perspective! Mr. Koch, in his infinite wisdom, decided against laying off Sanitation Workers ... and instead, fired 1800 Teachers!!

Oh-oh! The house lights have dimmed, so let's get it on...!



The first category is for Best Performance in "CLASSROOM DISCIPLINE"! And the first nominee is Alvin Spritz for his stirring, "I'm An Adult! I Should Be Able To Cope With A Bunch Of Kids!"

How do you DO it, Spritz?? What's your secret? Why, your kids are actually quiet! and they're WORKING!!

I'm a grown man with two degrees! So I certainly should be able to handle a bunch of KIDS! I used PSYCHOLOGY on them! I picked out the biggest, the meanest kid in the class, Rocco Barbello...

Don't tell me you beat him up??

Me?! Beat him up?! No way!! I paid him to keep the others in line! Anybody gives me trouble, they've got to deal with Rocco after school!

I've solved the discipline problem in my classes! If any of my students get out of line or give me a hard time, I threaten to send 'em down to the Principal!

You mean to tell me that actually SCARES the kids?

No but it terrorizes the Principal!

He doesn't want any of those monsters hanging out in his office, so he doesn't put any unruly kids in my classes!



And the winner is Mr. Matthew Frankfurter for his heart-rending interpretation of "It's A Jungle In There!"...

I'm sorry, Sir! I refuse to teach in that animal house!! If—if I go back in there, I swear I'm gonna be KILLED!!

They're only children, Frankfurter! Didn't they teach you how to handle a few wild kids??!

I'm afraid not! At the college I went to, they didn't offer us courses in Kung Fu and Karate!!

2A

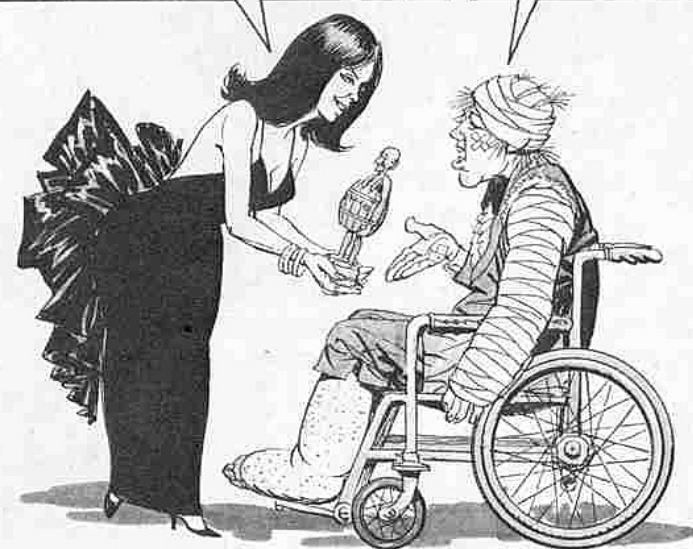
OF

BOOK
AAA
00000

RRGH

Congratulations, Mr. Frankfurter! Here's your "Edward"! I guess it's pretty rough dealing with High School kids these days!

What High School kids?! I teach SECOND GRADE!



The next category is for Best Performance in a "TEACHERS' STRIKE"! And the first nominee is Ms. Zelda Hornhonker for her magnificent portrayal of "Striking Is The American Way!"

You KNOW that it's against the law for Teachers to strike! And besides, you're setting a bad example for your students!

Nonsense!! We're actually showing them how Americans have ALWAYS dealt with unfair and unjust working conditions... by resorting to their Constitutional right of peaceful protest!

Right on, Ms. Hornhonker! And when you're back at work, WE'RE gonna follow your example... and go out on strike against homework!

Listen... the public is behind this strike 100%!

Let's see! How do you feel about strikes by employees of an essential industry?

It's the worst thing that can happen!

Teachers?!! Are them bums striking? I thought you were talking about Pro Football Players!!



And the winner is Mrs. Mildred Schmerz for her, "We're Not In This For Any Personal Gain! We're Doing It For The Children!"

We're not doing this for OURSELVES! We're doing it because adequately-paid Teachers will mean that your children will get a decent education!

Hah! You people are ALREADY overpaid! Hell, you only work a six hour day!!

ONLY six hours?! Listen, Mister... when was the last time YOU spent a six hour day with YOUR rotten kid?!

TEACH
R
MISTER ALL FAIR'S FAIR.

Congratulations, Mrs. Schmerz, not only for winning this "Edward", but for winning a pay increase with your controversial strike!

Big deal! They gave us a few dollars more... and then they increased the sizes of our classes from 25 to 35! The raise won't even keep us in the extra aspirin we'll need!



The next category is "THE REWARDS OF A TEACHING CAREER," and the first nominee is Mr. Sidney Gromitz for his splendid performance of "One Of The Great Thrills Of A Teaching Career Is Seeing Your Students Graduate And Go Out And Take Their Place In The World!"

I always get choked up at Graduation!

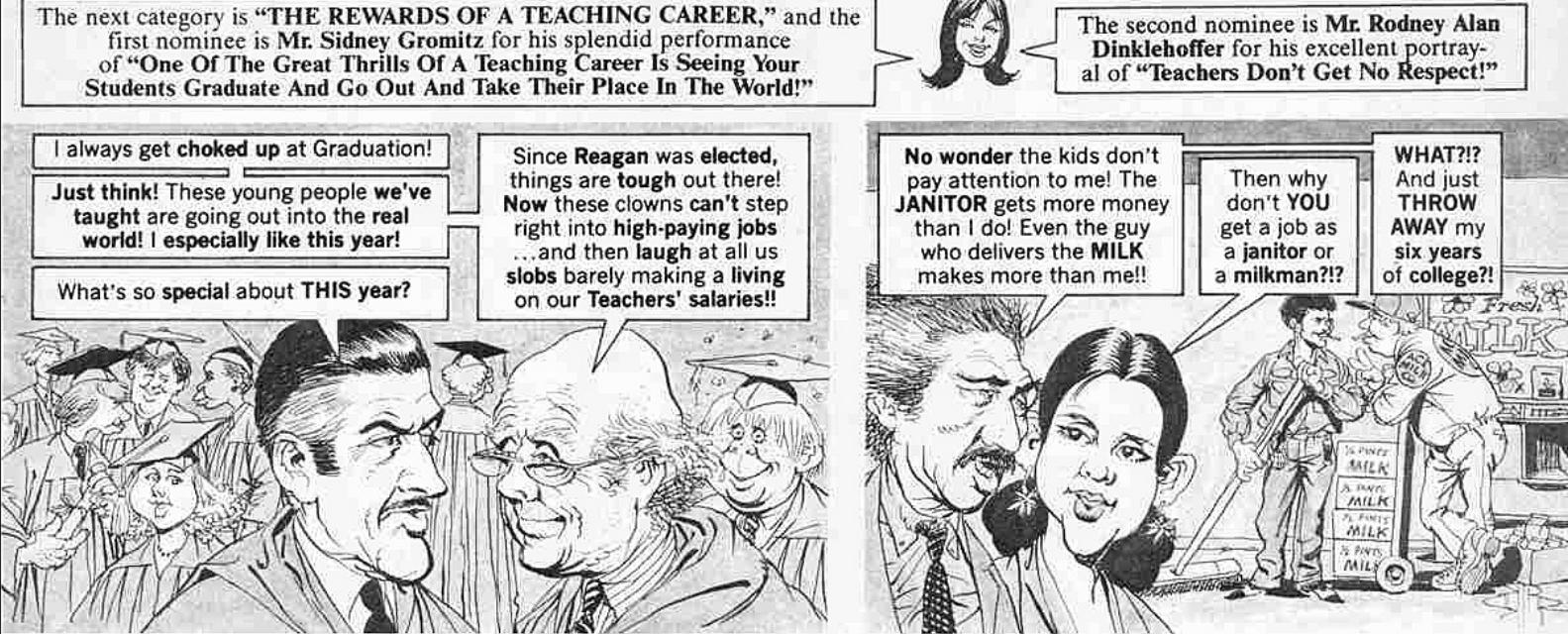
Just think! These young people we've taught are going out into the real world! I especially like this year!

What's so special about THIS year?

Since Reagan was elected, things are tough out there! Now these clowns can't step right into high-paying jobs... and then laugh at all us slobs barely making a living on our Teachers' salaries!!



The second nominee is Mr. Rodney Alan Dinklehoffer for his excellent portrayal of "Teachers Don't Get No Respect!"



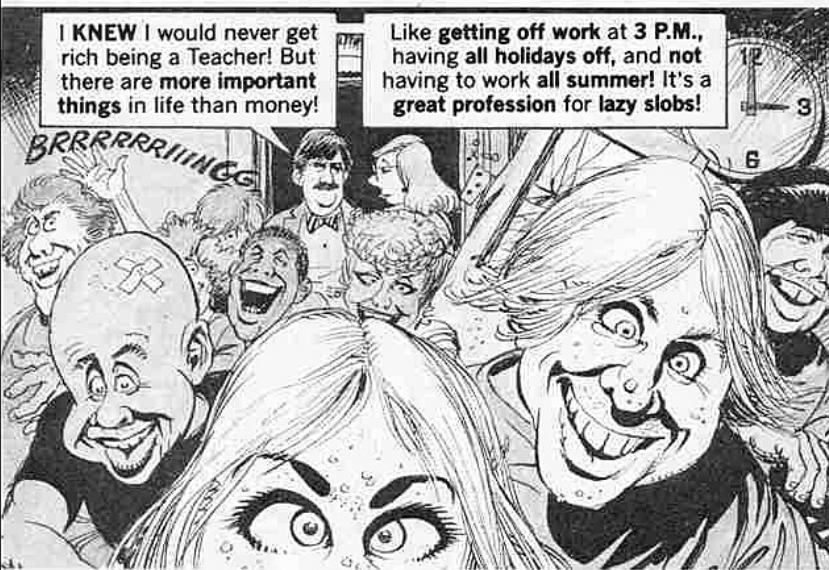
And the winner is Mr. Victor Brioche for his memorable performance in "I Didn't Go Into Teaching For Monetary Gain!"

I KNEW I would never get rich being a Teacher! But there are more important things in life than money!

Like getting off work at 3 P.M., having all holidays off, and not having to work all summer! It's a great profession for lazy slobs!

Unfortunately, Mr. Brioche couldn't be with us! But here to accept his award is one of his students!

Mr. Brioche couldn't be with us because today is Friday—and he always takes his sick leave on Fridays! That way, he can have a long week-end!



The next category is for Best Performance in "EXTRA DUTY ASSIGNMENTS," and the first nominee is Mr. Carl Cravitz for his touching interpretation of "We Must Obey The Rules!"

You boys are supposed to be in Class... not wandering around the halls! And since I'm on Hall Duty, I'm going to have to send a note home to your parents, Dimwittie! Sorry, but that's one of the Principal's rules, not mine!

Hey, that's not fair!! Aren't you gonna send a note home to GRUBER's parents??!

There's another rule that goes... "Never send a note home if the student is BIGGER than the Teacher!" Sorry, but that's not one of the Principal's rules... it's MINE!!

Pardon me, Fungold!! I didn't know you were into RELIGION!

Actually, I'm not! I just found out that I've been assigned as the Cafeteria Monitor all next week... and I'm sure gonna need all the help I can get!!

Mind if I JOIN you?!? I'm Faculty Rep at the Basketball Game!!



And the winner is Miss Hester Primm for her heartwarming "Being A Chaperon At The Prom Is A Learning Experience!"

I really enjoy this job, chaperoning the School Prom! It's so...so EDUCATIONAL ...watching these youngsters...the way they behave...and relate to one another!

Yeah! It's like taking a course at "Masters and Johnson"!!!

Congratulations, Miss Primm! I'll bet being Chaperon took you back to YOUR School Prom!

Are you kidding?! MY School Prom was never like THAT! Which is why I'm volunteering to be Chaperon again NEXT year! I can't WAIT!!



The last category is for Best Performance in "PASSING OR FAILING STUDENTS," and the first nominee is Mr. Al Mulcher for his "It's Not My Fault! They Shouldn't Be In My Class!"

I don't believe these exam papers! Why, half these kids can't even read!! They don't belong in this grade!!

Then why don't you FLUNK them?!!

Are you crazy?!! If I flunk them, they'll be LEFT BACK...and I'll have them in my class again NEXT year!

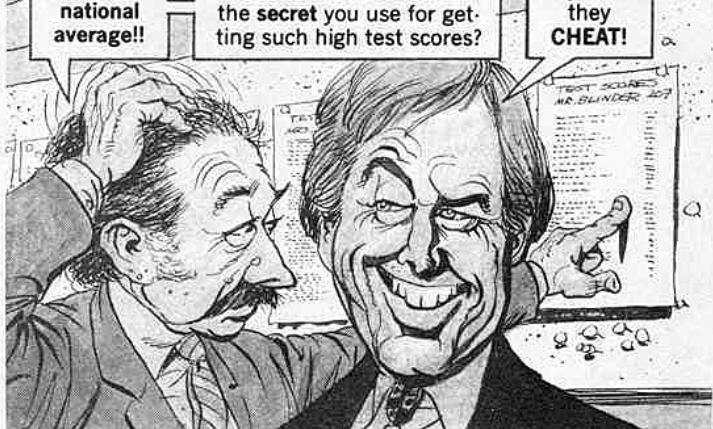


How do you do it, Bob? Your class scored way above the national average!!

It's all in the technique I use when I give an exam! I have a very special method!

What IS it, Man?!! What's the secret you use for getting such high test scores?

It's very simple! I look the other way when they CHEAT!



And the winner is Mr. Thomas Spittle for his outstanding work in "God Knows, I've Tried To Give You Kids A Break!"

I just don't understand what happened to you kids! I went over all this material in class! But the test results were terrible! So to be fair, I've graded you on a CURVE!

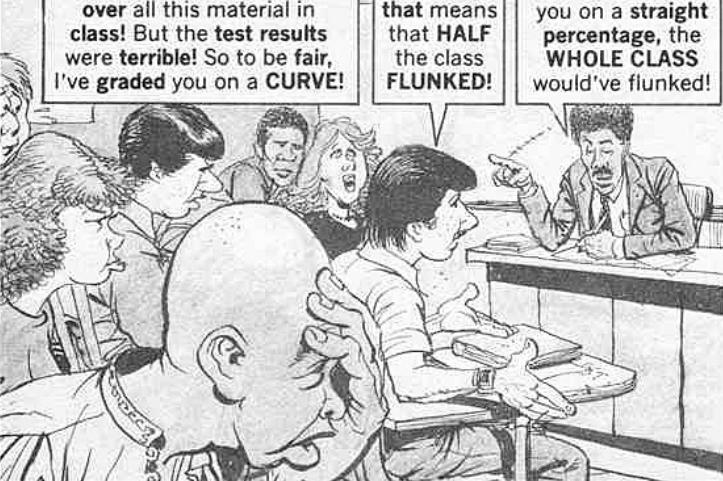
But... that means that HALF the class FLUNKED!

Don't complain!! If I'd graded you on a straight percentage, the WHOLE CLASS would've flunked!

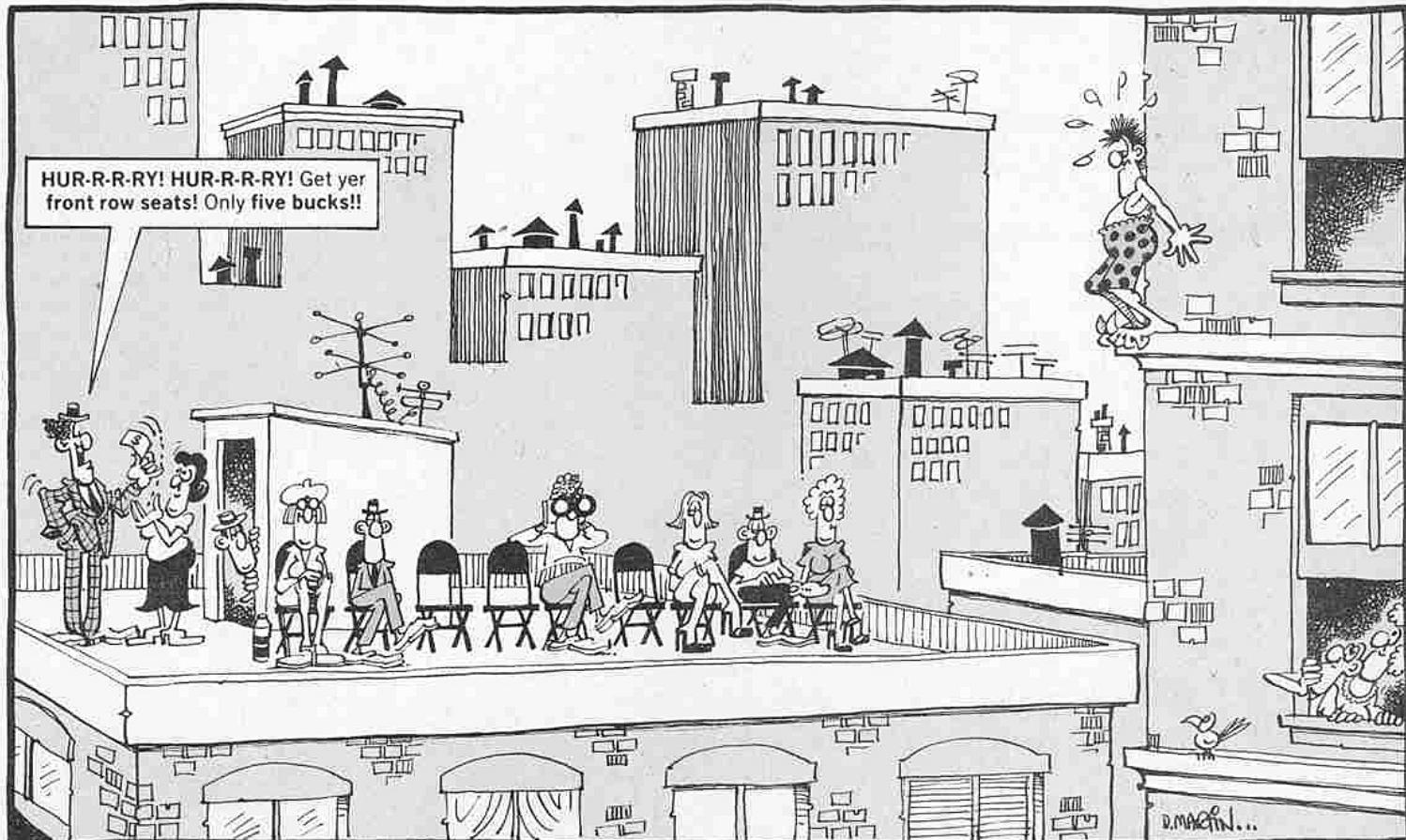
Congratulations, Mr. Spittle... and I think it was really nice of you to grade on a curve and help half your class to pass!

I didn't do it for them! I did it for ME! How would it look on my record if my WHOLE CLASS flunked an exam?

That's our Academy Awards Show! A wise man once said, "Those who can, DO! Those who can't, TEACH! And those who can't even TEACH become School Principals!" G'night!



ONE AFTERNOON IN A LARGE CITY



THE EERIE OF RELATIVITY DEPT.

In issue No. 180 (Jan. '76), we ran an article we didn't think very much of! But, we were wrong. People wrote in and told us how much they loved it. And so, since

TIME FLIES... TIME DRAGS...

TIME FLIES...



...when you're playing a video game.

TIME DRAGS...



...when your friend is playing it.

TIME FLIES...



...during your summer vacation.

ARTIST: PAUL COKER

TIME FLIES...



...when a beautiful nurse is giving you a rub-down.

TIME DRAGS...



...when a male nurse is giving you a rub-down..

TIME DRAGS...



...when you're waiting for the phone to ring.

TIME FLIES...



...when you're trying to answer it before the caller hangs up.

TIME FLIES...



...between the times you have to take your dog out.

TIME DRAGS...



...while you're waiting for him to finish what you took him out to do.

TIME FLIES...



...when you're in a deep sleep.

we're very sensitive to our readers' likes and dislikes, we're running this new version of the article, a mere seven years later! And you thought we didn't care!

TIME DRAGS... (AND VICE VERSA)

TIME DRAGS...



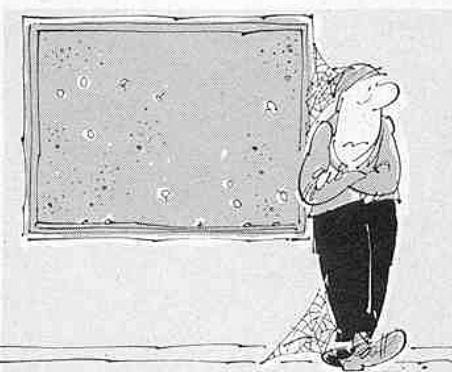
...until the next one starts.

TIME FLIES...



...when you take a final exam.

TIME DRAGS...



...when you wait for the results.

WRITER: STAN HART

TIME DRAGS... TIME FLIES...



...when you're waiting for the girl to get undressed.



...when she is undressed.

TIME DRAGS... TIME FLIES...

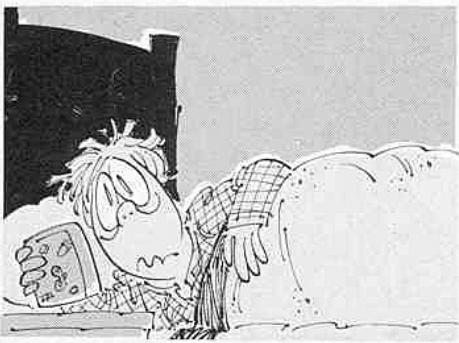


...between bank deposits.



...between bank withdrawals.

TIME DRAGS...



...when you have insomnia.

TIME DRAGS...

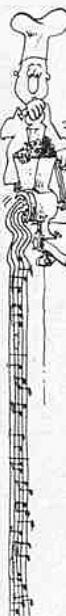
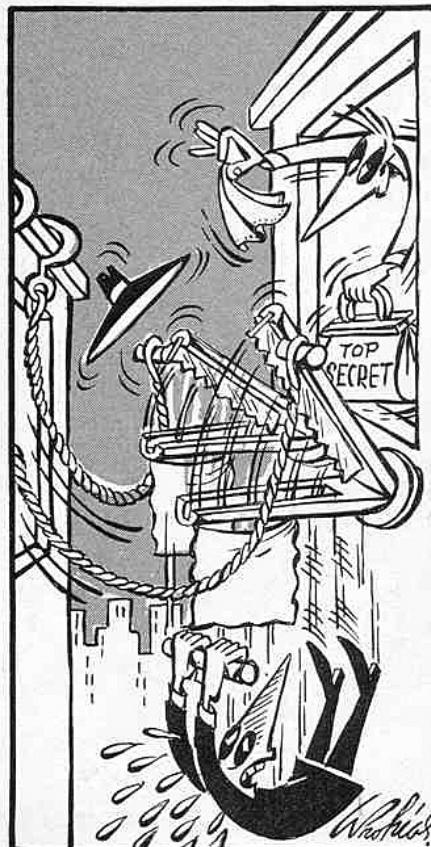
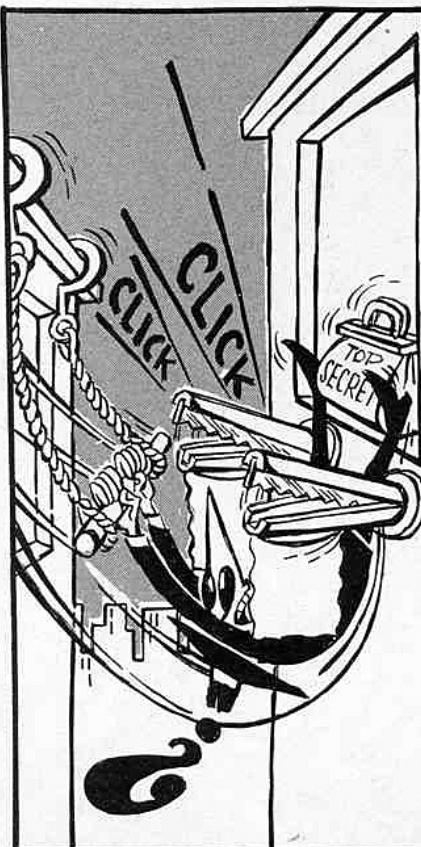
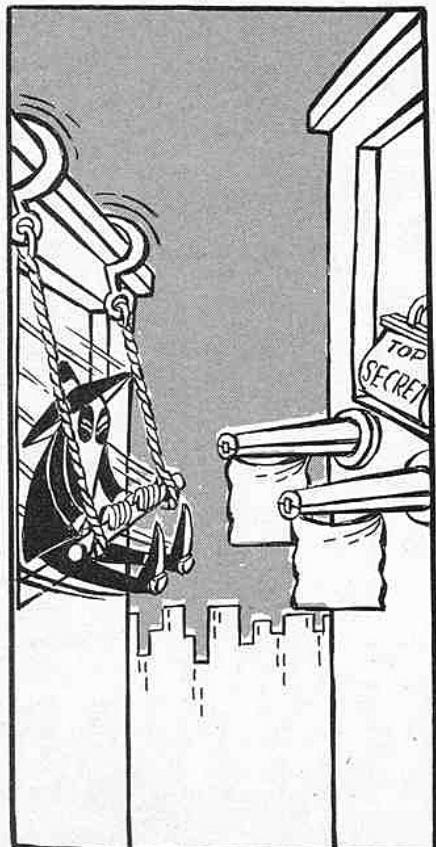
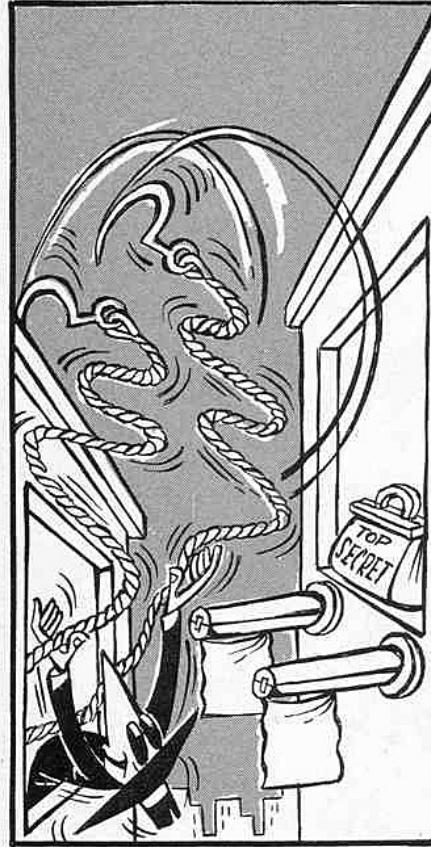
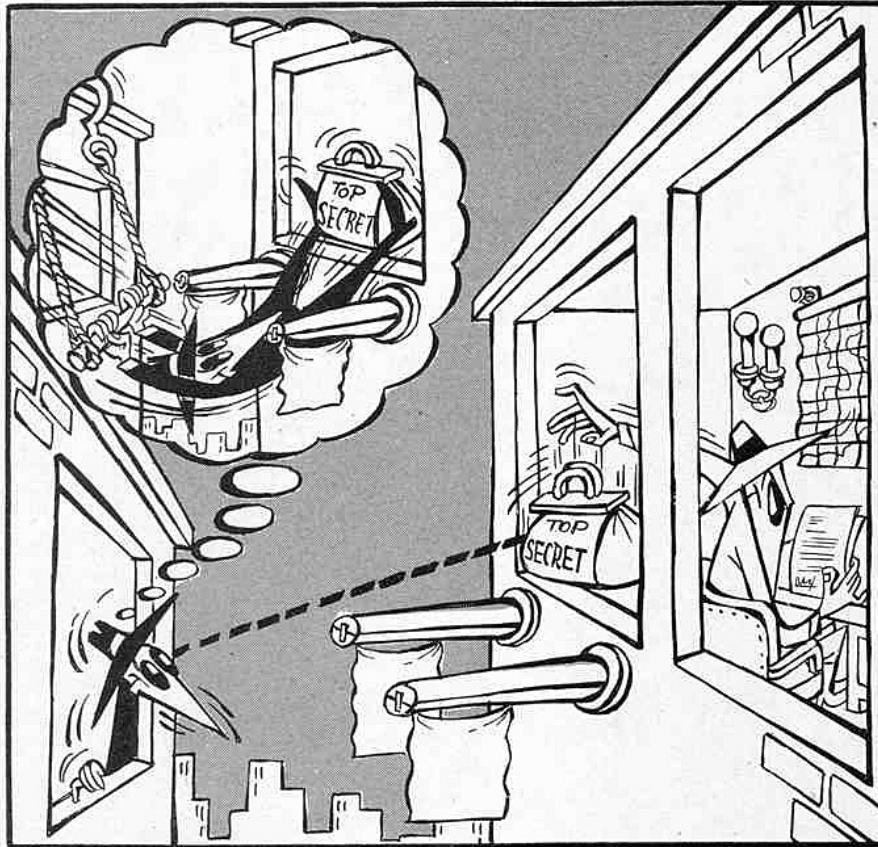
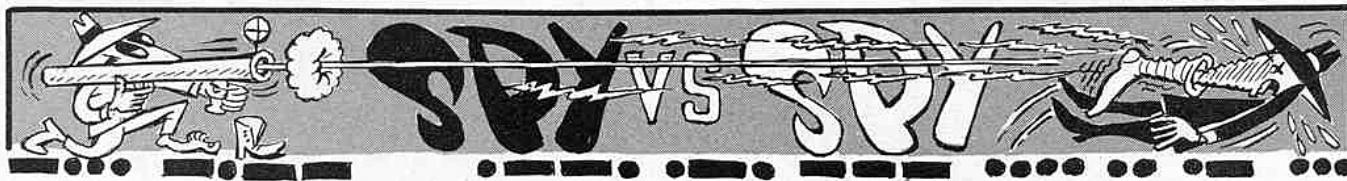


...when you wait for the pizza to go from "boiling" to just "red hot."

TIME FLIES...



...when the same pizza goes from "red hot" to "ice cold."



LEMON AID DEPT.

With foreign car makers driving their American competitors closer and closer to bankruptcy each year because their products are cheaper and better manufactured, it's rather ridiculous to see Detroit still publishing those cheery New Car Owner's Manuals that make you think you got a bargain on a perfect product, and that any small problem that may arise will be the result of your own misuse or neglect. Not only is this dishonest, but it also leaves buyers of American cars unprepared to cope with the mishaps that probably await them. We think the time has come for Detroit to start leveling with the car buying public by issuing something like...

THE MAD OWNER'S MANUAL FOR A NEW AMERICAN CAR

ARTIST: AL JAFFEE

WRITER: TOM KOCH

LEARNING TO LIVE WITH YOUR DECISION TO BUY THE NEW 1984 FURD MONGOOSE



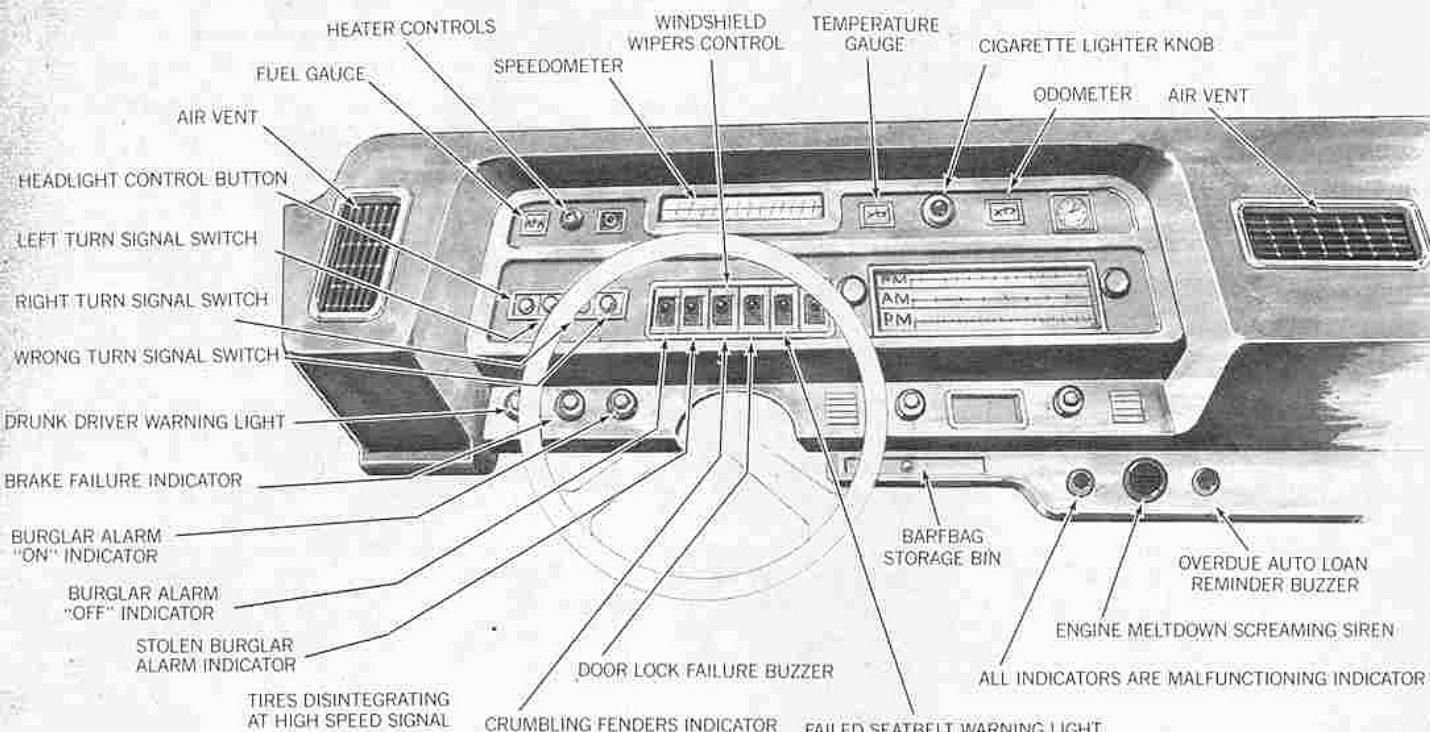
Congratulations! With your purchase of the new Furd Mongoose, you have joined the dwindling ranks of gutsy motorists who show enough patriotism, enough sense of adventure and enough stupidity to buy an American-built automobile. It is our fervent hope that you will also show enough maturity and emotional balance to remain calm once you discover that the '84 Furd Mongoose is not quite as dependable as the salesman promised it would be before you bought it.

Although you may feel tempted to look upon your new Mongoose as a piece of junk, try to appreciate the fact that this year's model could have turned out even worse than it did. For one thing, most of the cars were assembled while half of our workers were out on strike. And even when all of them were present, many were goofing off, spending their day hanging around the coffee machines.

This, of course, resulted in numerous defective cars rolling off the assembly line with some of their parts missing. Few of these defects were caught by our supervisors because they goof off and hang around the coffee machines even more than our assembly workers. So you can understand how miraculous it is that we've been able to continue building cars at all when good help is so hard to find. And besides, how much quality do you expect for less than \$12,000?

We wish you many years of happy motoring...crawling under the engine, hanging around the repair shop and all the other wonderful things you'll be doing once you start driving your Furd Mongoose. 33

UNDERSTANDING THE QUIRKS OF YOUR NEW CAR'S INSTRUMENTS AND CONTROLS

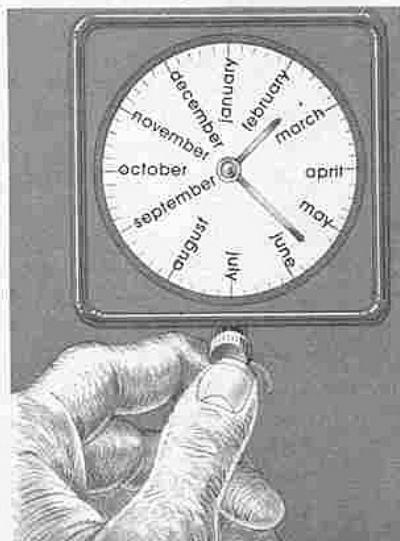


OPERATING



1. Situate yourself comfortably in the driver's seat, and then close the door securely. If the door fails to latch tightly due to faulty installation or poor manufacture, keep opening it and slamming it hard until it either (A) closes, or (B) fights back by letting the door window shatter or fall out.

2. Before attempting to start the engine, remember to wind and set the instrument panel clock. This enables you to calculate how long it takes the tow truck to arrive, in case the engine fails to start.



3. Pump the accelerator three or four times before turning on the ignition. This may cause the engine to flood... but that's a heck of a lot better than waiting until you get into traffic to discover that the accelerator pedal usually comes unbolted, leaving you with no control over the car's speed.

1. AIR VENT—This louver is designed to let fresh air circulate through the passenger compartment. Also, to let bus fumes, pig smells and other outside odors circulate through the passenger compartment. Do not try to close this vent, even during freezing winter weather...because it doesn't!

2. FUEL GAGE—Anticipate that the needle will remain stuck on "FULL" until the tank is half empty. Then, when the needle drops to the halfway mark, the tank will be almost empty. So you will never see the needle drop any further than halfway...because by that time, you will already be walking to the nearest gas station.

3. HEATER CONTROLS—By sliding the handy levers back and forth, you are able to control the climate inside the passenger compartment. Choices range from cold air blowing on your feet to hot blasts blowing in your face. Experiment with the available settings until you find the one that causes the least amount of suffering.

4. SPEEDOMETER—Even though the '84 Ford Mongoose has the same engine as the '83 model, the speedometer has been stepped up to record a maximum of 160 MPH, rather than the previous 90 MPH. This amazing improvement was included to make you feel like you're driving a sports car. (Actually, the Mongoose's top speed again this year is 67 MPH—with a strong tail wind.)

5. TEMPERATURE GAUGE—This dial is designed to enhance your driving pleasure in heavy traffic on hot summer days by giving you something to watch as it climbs into the red danger zone.

6. WINDSHIELD WIPERS CONTROL—A partial turn to the right activates wipers at half-speed. A full turn is for fast speed. However, either move may cause the wipers to remain off, and the electric windows to go down instead. This is because there are a whole lot of little wires all bunched together under the dash and it's hard for our unskilled workers to get them all connected to each other correctly.

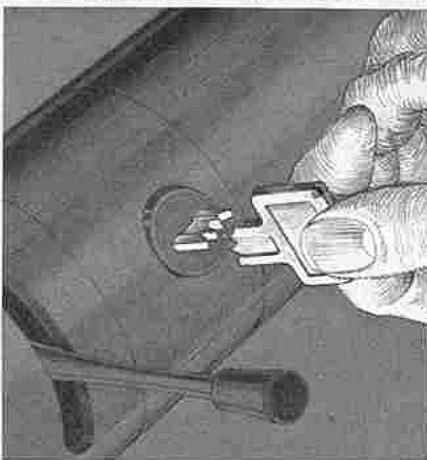
7. ODOMETER—This is the gizmo that shows you exactly how far the car has been driven, unless the car has been driven more than 9,999 miles...which you can bet your life this car won't be...and which is why 9,999 miles is the maximum distance the '84 Ford Mongoose's odometer needs to register.

8. CIGARETTE LIGHTER KNOB—Before you push this button, stop to consider that smoking is hazardous to your health. Then, stop to consider that pushing in this button may also be hazardous to your health because the connecting wire is wrapped around the battery cable, and so is the powered radio antenna wire...which could result in the electrocution of anyone who touches it during a thunderstorm.

9. HEADLIGHT CONTROL BUTTON—Pull knob out to the first position, and the parking lights will come on. Pull knob out to the second position, and the headlights will come on. Pull knob all the way out...and it will come off in your hand. So look out!

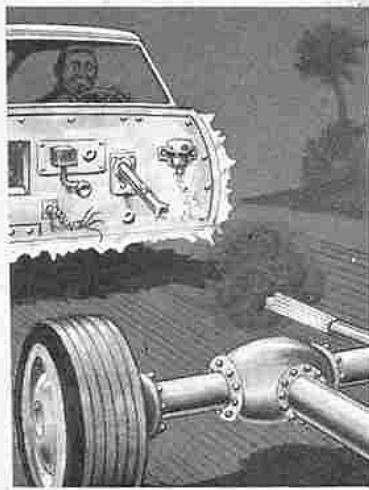
INSTRUCTIONS

4. Turn the ignition key all the way to the right to activate the starter, and start the engine. If the starter fails to respond, you probably have a defective battery. If the starter operates, but the engine fails to catch, you probably have a broken fuel line. If everything works as it should, you probably got into someone else's car.



5. Drive slowly for the first few blocks to bring the engine to a normal operating temperature of 160°. If the operating temperature quickly rises to 212° instead, it may be that your car was assembled on a day when the guy who installs the fan belts was out sick. This is no big problem. Merely take a taxi to the nearest Mongoose dealer, buy a fan belt and return by taxi to install it.

6. Even when you are out on the open highway, NEVER, NEVER, NEVER shift into "Overdrive"! Overdrive is that fuel saving thing we just couldn't get perfected, but decided to install in this year's Mongoose anyway!



MAINTAINING YOUR

Many current foreign cars are so well built that they do not need your help to keep them running indefinitely. You

will be delighted to learn that this is not the case with your new Furd'Mongoose. It desperately needs your constant

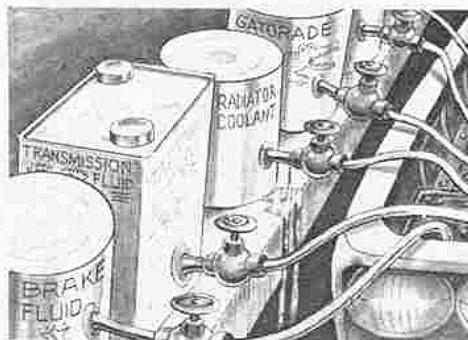
CHECK OIL LEVEL DAILY



As indicated elsewhere in this manual, the engine parts in your new Mongoose fit loosely because they were put together in haste, which means that oil will leak out the cracks. So use only Furd 90-W Oil to fill the crankcase. Its gummy, sludgelike quality enables our oil to stick to the engine, unlike those cheaper brands that will merely dribble out all over your garage floor.

CHECK OTHER FLUIDS REGULARLY

Sloppy hose fittings make it necessary to check the radiator coolant level in your new Mongoose every 75 miles. It is also recommended that you do what you can to avoid costly repairs by checking the brake fluid every 100 miles, the transmission fluid every 150 miles and the windshield spritzer fluid every 200 miles. If low, refill only with approved Furd Radiator Coolant, Furd Brake Fluid, Furd Transmission Fluid and Furd Pure Windshield Water.



COLLECT DRIPPAGE FROM GARAGE FLOOR PROMPTLY



The tires on your new Mongoose may rot if the vehicle is left to stand overnight in its own corrosive drippings. To prevent this, place pan under the engine. For best results and continued happy motoring, use only an approved Mongoose Drip Pan.

THE BREAKING-IN PERIOD



During the first 100 miles of your new car's operation, do not drive at speeds above 30 MPH. This will lessen the risk of injury to occupants when parts that were improperly assembled at the factory drop out and are run over by the rear wheels. After the first 100 miles, it would be most wise and prudent not to exceed 30 MPH with this car in any case.



For proper breaking-in, your new Mongoose has been equipped with special light weight break-in oil...unless we forgot to put it in! If such is the case, the dipstick will appear dry when removed. Also, the gaskets will appear black after a few miles of driving, the pistons will appear scorched and, in most cases, the entire engine will appear to be on fire.



After the first 1000 miles, return the car to your Mongoose Dealer where you will receive your Initial Service Inspection. With extraordinary luck, you may also receive a handsome gold trophy for being the first Mongoose owner to drive a full 1000 miles—without having to bring the car back in earlier to have something fixed.

YOUR NEW MONGOOSE

loving care and attention (not to mention a lot of your hard-earned bucks) to stay alive. Follow the maintenance tips listed in this section, and your '84 Mongoose should reward you with dozens of miles of trouble-free driving.

REPLACE BURNED-OUT HEADLAMPS PROMPTLY

Driving with burned-out headlamps is dangerous. However, it is almost as dangerous to try to replace them in your new Mongoose without assistance. That's because the one-piece fender and grill unit was welded after the original lights were installed. As a result, they can only be replaced by a midget who must crawl between the engine and the fender well. (See your Mongoose Dealer for a list of service stations employing midgets.)



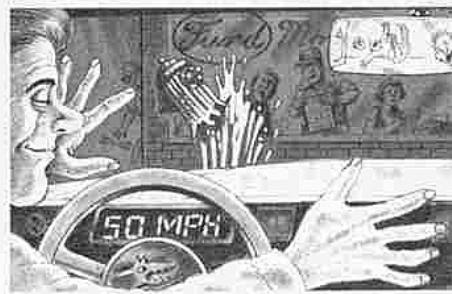
KEEP YOUR TIRES PROPERLY INFLATED



For normal driving, maintain tire pressure at 29 lbs. You will soon find that this requires frequent stops for air because the company saved you money by equipping your 1984 Mongoose with leftover tires made for the 1957 DeSoto. The difference in wheel size results in a considerable air loss! However, it should be remembered that this inconvenience is saving you \$28.00.

CHECK WHEEL ALIGNMENT AT FREQUENT INTERVALS

Your Mongoose Dealer will tell you that almost everything that goes wrong with your car will be your fault because you let your wheels get out of alignment. Be ready to challenge this claim by checking your alignment regularly! To do this, remove both hands from the steering wheel at 50 MPH. If the vehicle swerves into a ditch, or careens into oncoming traffic, return it to your Furd Mongoose Dealer at once for professional safety maintenance.



YOUR FURD MONGOOSE WARRANTY

YOUR NEW 1984 FURD MONGOOSE (SERIAL NUMBER _____) IS COVERED BY THIS FULL WARRANTY FOR THE FIRST 6 MONTHS OR 10,000 MILES OF OWNERSHIP, WHICHEVER COMES FIRST. THERE ARE ABSOLUTELY NO CONDITIONS OR EXCLUSIONS OF ANY TYPE...EXCEPT FOR THE CONDITIONS AND EXCLUSIONS LISTED HEREIN, WHICH YOU BETTER READ OR ELSE.

1. Even though "All Parts And Labor Will Be Provided Free While This Warranty Is In Effect", Furd Mongoose Repair Centers may impose a Service Fee equal to 100% of the "standard charge" for parts and labor.
2. Operating this vehicle without having it Winterized whenever the temperature drops below 50°, or having it Summerized whenever the temperature rises above 70°, will invalidate this warranty. Winterizing and Summerizing

must be performed at Owner's expense by a qualified Mongoose Dealer.

3. We'll decide later which Dealers are qualified and which ones aren't.
4. The owner must state the exact nature of the mechanical difficulty when presenting the car for warranty work. Naturally, Dealers must impose the standard labor charge while wasting time hunting for undiagnosed problems. Since most mechanical problems take six hours to find and ten

minutes to fix, you can see where a deal like this leaves you.

5. The company is not responsible for damage to parts caused by dirty spark plugs. The company is also not responsible for discovering that your spark plugs are dirty, even if you installed brand new clean ones the day before.
6. Cars that have been deliberately driven on publicly maintained highways and privately owned driveways are no longer covered by this warranty.

NOTE: YOUR FURD MONGOOSE DEALER RESERVES THE RIGHT TO SERVE PAYING CUSTOMERS FIRST, AND TO DISCLAIM ANY RESPONSIBILITY FOR YOUR WARRANTY EXPIRING BEFORE HE GETS AROUND TO YOU!

THAT'S CHAUVEUS DEPT.

Today, the U.N. isn't working, wars are breaking out everywhere, and peace is as elusive as it ever was. The basic differences between the peoples of the world just cannot seem to be resolved. To illustrate this fact, MAD recently did some

IT'S A MAD,

IF THEIR NATION PRODUCED AN ATHLETE WHO COULD RUN A THREE-MINUTE MILE...



...the CZECHS would send him to the Olympics accompanied by fifty bodyguards to make sure he couldn't try to defect to the West.

...the UGANDANS would never find out how fast he could run because nobody has a watch.

...the VIETNAMESE would assign him to pulling the Communist Party Chairman's rickshaw.

...the AMERICANS would never even get to see him in a national track meet because an N.F.L. team would quickly sign him up for a million bucks a year...as a "punt returner."

IF A RECESSION CAUSED ONE-THIRD OF THE NATION'S WORKERS TO BE UNEMPLOYED...

...the EGYPTIANS would hail it as a great step forward, because two-thirds of their nation's workers have been unemployed for years.

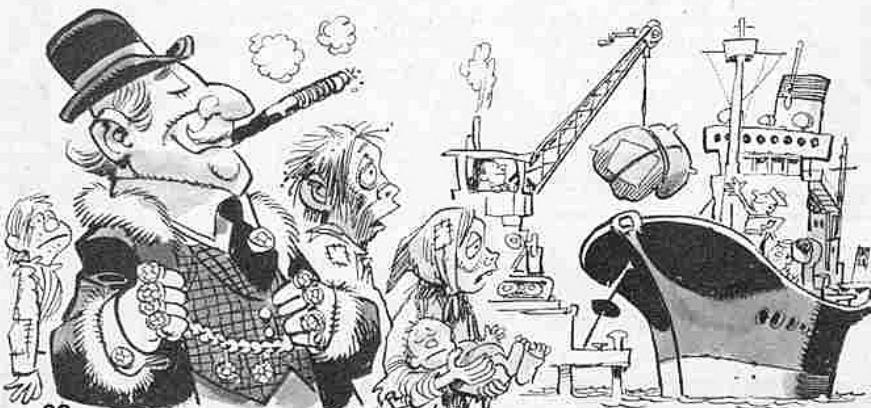
...the CANADIANS would cut the rate by encouraging their unemployed to move to Detroit or to Buffalo and be unemployed there instead.

...the CAMBODIANS would shoot everyone without a job as a traitor, then proudly announce that the country had achieved full employment.

...the AMERICANS would put half of their unemployed labor force to work processing the welfare application papers of the other half.



IF THE NATION'S FARMERS PRODUCED A SURPLUS OF WHEAT HARVEST...



...the BRAZILIANS would sell it overseas so wealthy land owners could afford to build bigger mansions while the peasants starved.

...the FRENCH would find a way of making a new and exciting vintage wine out of it.

...the RUSSIANS would stop buying grain from the U.S. after announcing that they'd just discovered Americans are Imperialists.

...the AMERICANS would give it away free to emerging Third World nations so that the poor people all around the U.S. would still have to pay \$1.59 for a lousy box of cereal.

research to determine exactly how we Americans and the peoples of other cultures and nations around the world might react to a series of possible events. And the results... which came as no surprise to us... only goes to prove the old adage:

MAD WORLD!

ARTIST: JACK DAVIS

WRITER: TOM KOCH

IF MORE THAN TWO PEOPLE WERE OBSERVED TOGETHER ON A STREET CORNER...



...the LIBYANS would form a bigger group so they could all chant anti-American slogans.

...the JAPANESE would take their pictures because such gatherings must always be recorded on film to be treasured in years to come.

...the RUSSIANS would hold them for questioning because people who talk to each other may be saying something bad about the State.

...the AMERICANS would conduct a public opinion poll among them to determine what TV shows the entire USA will watch next season.

IF TRAFFIC IN A COUNTRY'S LARGEST CITY BECAME COMPLETELY UNCONTROLLABLE...

...the ITALIANS would remove all the stop lights, and give a medal to every pedestrian and motorist who was still alive a year later.

...the BRAZILIANS would abandon that old city and build a new one, where the traffic would also become completely uncontrollable.

...the MEXICANS would put a lot more old buses and gasping taxis on the streets in an effort to bring traffic to a final standstill.

...the AMERICANS would attack the problem by spending billions to construct a new interstate highway... between Denver and Cheyenne.



IF A WORLD'S FAIR WERE HELD IN A NEUTRAL, DEVELOPING NATION...



...the RUSSIAN exhibit would feature rosy-cheeked peasant dancers who were really secret agents who'd come to start a revolution.

...the NORWEGIAN exhibit would feature Lapland handicrafts such as crocheted earmuffs... which absolutely no one would go to see.

...the SPANISH exhibit would be completed a little behind schedule, and would open two months after the rest of the fair had closed.

...the AMERICAN exhibit would feature "The Fantastic Industrial Computer Of The Future" ...which would blow out every single fuse in the host country the minute it was plugged in.

IF A SMALL GROUP OF PEOPLE DISAGREED WITH GOVERNMENT POLICY...



...the NICARAGUANS would name them "The Popular Front for the Oct. 11th Revolution."

...the IRANIANS would call them American Spies and order them all shot before sundown.

...the RUSSIANS would find them mentally disturbed and send them away for forty years of intense psychiatric treatment in Siberia.

...the AMERICANS would organize them into a committee headed by Jane Fonda or Ed Asner.

IF THEIR NATIONAL TEAM WON THE WORLD SOCCER CUP...

...the ARGENTINIANS would hold a month-long wild celebration, during which the city of Buenos Aires would be totally destroyed.

...the BULGARIANS would put out a special series of 38 commemorative postage stamps.

...the GUATAMALANS would use the victory as a good excuse to go to war with Honduras.

...the AMERICANS would read all about it in a big three-line story on the sports page ...under the "High School Basketball Scores."



IF A TRAIN CAPABLE OF TRAVELING 500 MILES AN HOUR WERE DEVELOPED...



...the ITALIANS would run it from Rome to Istanbul at ten miles an hour because they feel the trip is more romantic at that speed.

...the ISRAELIS would run it from Tel Aviv to Jerusalem in six minutes because they really don't have anywhere else they can run it.

...the RUSSIANS would run it underneath the ground so no one else would know they had it.

...the AMERICANS would assign it to Amtrak, which would derail it, or park it on a siding outside Chattanooga and misplace it forever.

IF A LONG WEEK-END WERE SCHEDULED TO MARK THE NATION'S INDEPENDENCE DAY...

...the AUSTRALIANS would all celebrate by playing endless rugby matches until everyone in the country had at least one fractured arm.

...the RUSSIANS would all celebrate by going down to Red Square to silently watch this year's thrilling "Tractors and Tanks" parade.

...the EAST GERMANS would all celebrate by picnicking in the countryside, and then trying to sneak under the fence to West Germany.

...the AMERICANS would all celebrate by having 987 people killed in highway accidents.



IF ZAMBIAN TROOPS INVADED ZIMBABWE...



...the FRENCH would sell both sides as many guns and planes as they could pay for in cash.

...the BRITISH would announce that Her Majesty's Navy is rushing to the troubled area, and should arrive there in about two months.

...the RUSSIANS would declare their neutrality, and then dispatch the entire Cuban army to the battlefield to create additional chaos.

...the AMERICANS would threaten to boycott the Olympics if they are ever held in Zambia.

IF THE COUNTRY'S LEADER WAS SCHEDULED TO DELIVER A TV ADDRESS AT 8 P.M....

...the CHINESE would all miss it because they'd all be out spying to make sure their neighbors were watching, as required by law.

...the HAITIANS would fear the worst, and 7000 would flee in leaky boats before 8 P.M.

...the ALBANIANS would be confronted with the burning question of the day: What's TV?

...the AMERICANS would give the speech a TV rating of 11.6... which is better than "Father Murphy" but less than "Happy days."



IF A WORLDWIDE PEACE TREATY WERE PROPOSED AT THE U.N....



...the IRANIANS would immediately get up and walk out, claiming that it was sacrilegious for people to stop killing each other.

...the FRENCH would wait to see how their allies voted so they could display their independence by voting the exact opposite way.

...the SYRIANS would agree to it, but only if it contained a provision to abolish Israel.

...the AMERICANS would agree to it, but only if it contained a provision to make Coca-Cola the official beverage of mainland China.

IF A VOLCANO ERUPTED IN A SMALL, DEFENSELESS COUNTRY...

...the FRENCH would help by offering to sell defective truck parts to the starving.

...the CUBANS would assist by sending in a whole new team of espionage agents to replace those that were lost in the disaster.

...the ARGENTINIANS would overrun the place with troops, after announcing that it really belonged to them since 1768 anyway.

...the AMERICANS would immediately ship tons of food, clothing and medical supplies before discovering that no one in the U.S. State Department knows where the country is.



MISS MASH DEPT.



Once upon a time, there was a TV show that everybody loved because it was warm, witty and real. It dealt with the life and death struggles of soldiers in Korea. It was terrific, and it seemed like it would go on forever. But alas (or is it a lack?), nothing goes on forever (although this introduction might break that rule). So it ended. Or so we thought. But then, a TV series based on three of the least interesting characters of the original show was pasted together, and the dead was brought back to life. Or was it?!? Take a look...and see if you agree that there is a life...



Who says we're too old to have fun, if you know what I mean! So tonight, let's make up for all those years we were apart! First, I'll turn the lights down low... and then I'll pour the wine... and then I'll play some soft music... and then, do know what I'm going to do...??

What...?

I was hoping you'd know! I forgot!!

Okay... I'll be right over!!

I'm terribly sorry, Dear, but I have to go to the Hospital! It's an emergency...!

That's all right, Dear! Go ahead!!

Milkdudd, you really are something! You didn't object when I went off to Korea for three years, and you never object when I get called away to the Hospital! I sure appreciate your making all these sacrifices!!

They're not exactly sacrifices, Dear...! Actually, I really don't like being WITH you!!



After MUSH

Ah hah! Now I understand who you are!

Huh?!? What do you mean?

You're the cartoonish, pompous, unbelievable "Boss" who always used to be in TV SitComs—like "My Little Margie" thirty years ago!!

If this show were set in **contemporary** times, our Veteran's Hospital would be much larger—thanks to President **Reagan's** policies...!

You mean the hospital would have more **Federal funds**?

No...more wounded **Marines**!

How come you hang around the **Hospital** practically all the time?

With **Doctors** and **Nurses** like **THEM**, prayer is the **ONLY HOPE** you patients really have!!



ARTIST: ANGELO TORRES

WRITER: STAN HART

I have to pick up Klinker on the way!

I can never understand WHY...!!

Neither can I! Why don't you call a friend and go to a movie tonight?

Good idea! I'll call the friend I spent so much time with while you were away!

What was her name?

Irving!

I am very confused, my Husband! This is not like Korea! I am not used to your ways!

I can certainly understand that, Soon Leave! Our ways must seem FUNNY to you!

That is problem! Your ways do NOT seem funny to me! Not like they did in Korea, in M*A*S*H unit!



I have to go over to the Hospital!!!

Of course, my Husband! But... I am going out later, and I wish that you would either NOT WEAR THAT... or...

SEOUL MATES

...buy another set of underwear... so we could each have our own!

Sorry... but I haven't figured out yet how to make ends meet on the money they pay me in my job!

Just what IS, your job, my Husband...?

I haven't figured THAT out yet, either!

Look at poor Father Mulberry! He's having such a difficult time adjusting...!

Well, it IS hard to change so abruptly when you've gotten used to something!

You mean suddenly going from wartime to peacetime... ??

No, suddenly going from a great show like M*A*S*H to this drive!!



Do you know what they have in our Psycho Ward? Crazy people, that's what! Supposing a Congressman came and saw loonies lying all over the place! What would he think... ??

He'd think he was back in Congress!

Hey, Mr. D'Anjello! You better come quick! We got big troubles!!

I don't have time now! I have to go to a Luncheon! I'm getting an award from "The Society For The Prevention of Mirth"....!

I wonder what all the TRUE LIFE VETS think when they see the head of a Veterans Administration Hospital portrayed as a schmuck like that?

They probably think it's the only bit of reality in the entire show!!



There we were, at 35,000 feet, dropping our bombs! The flak was awful! Then, our tail section got shot away, and we had to bail out! We were taken prisoner, but I don't hold any grudge against our captors!

Where'd you get shot down??

Over Kansas City!!

Gee! That must have been terribly embarrassing!!

Maybe that's why so few of our crew show up at reunions... !! Please... don't let them send me back up!

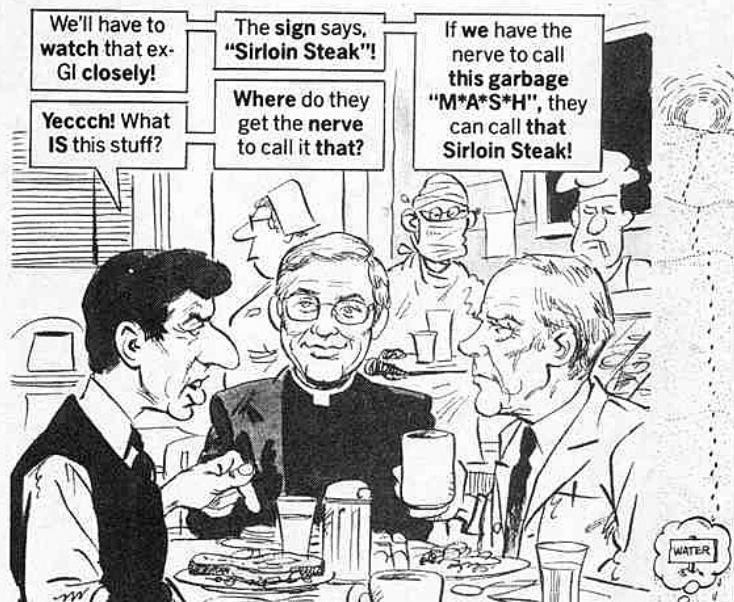
We'll have to watch that ex-GI closely!

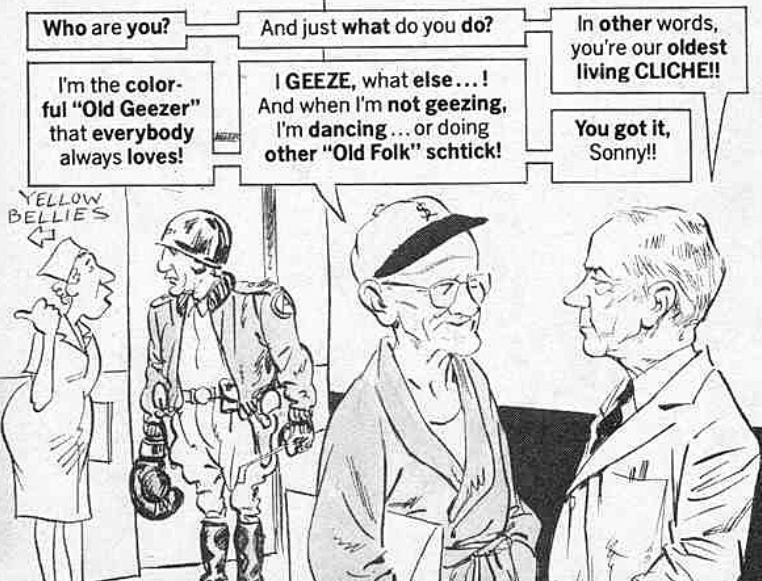
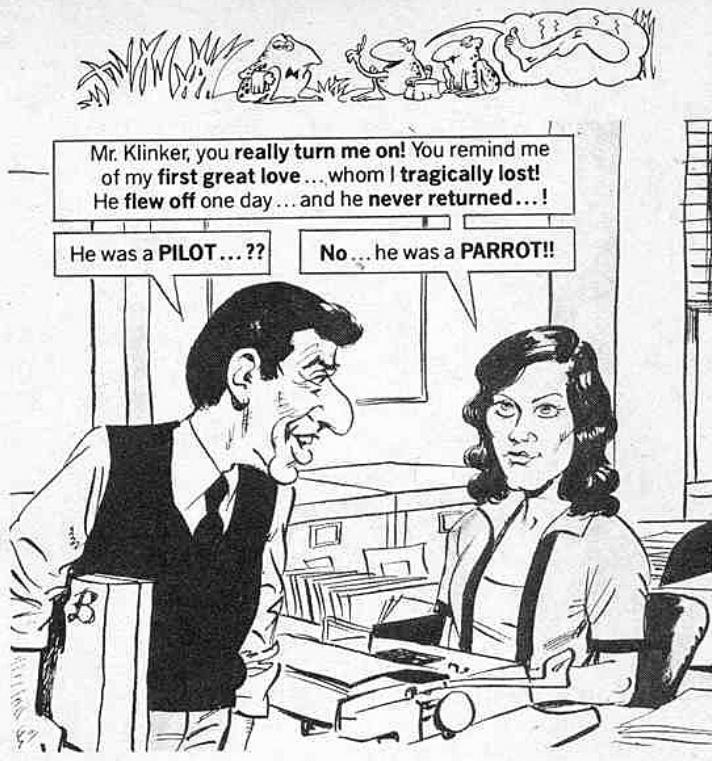
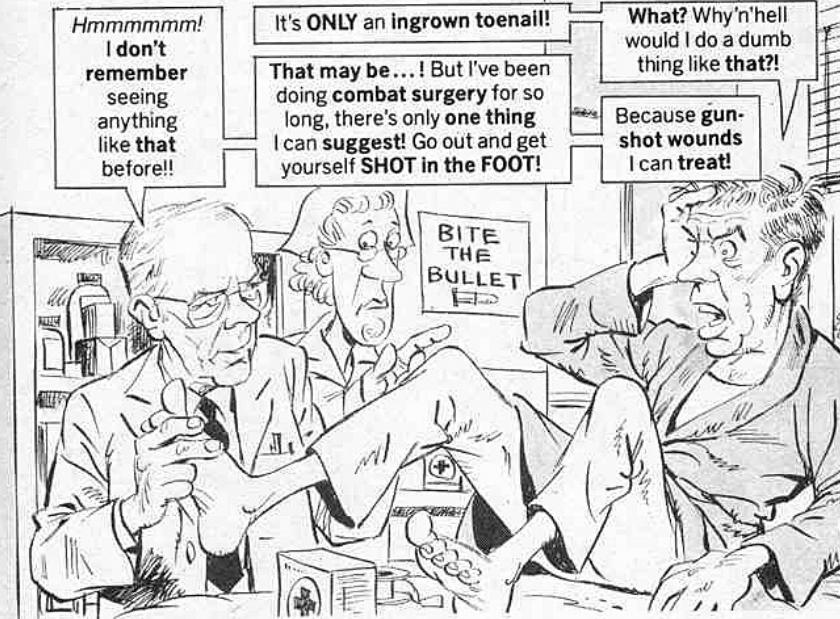
Yecch! What IS this stuff?

The sign says, "Sirloin Steak"!

Where do they get the nerve to call it that?

If we have the nerve to call this garbage "M*A*S*H", they can call that Sirloin Steak!





Son, the Doctors in our Veterans Hospitals are every bit as good as the Doctors in our Civilian Hospitals!

Really?!? Civilians will be thrilled to hear that!!

Should I put him in a straight jacket, Colonel?

Why do they keep calling you "Colonel"?

So when people see Klinker and me in "civvies," they won't think they're watching an old "Love Boat" re-run!

Maybe Father Mulberry can help that poor troubled kid!

I don't know! He has a bad problem himself! He drinks!!

Yes, but only to drown out those DEPRESSING VOICES he hears!

What voices are they? YOURS and MINE!



I cannot get the memory of all that disgusting, rotting, stinking, mutilated carrion out of my mind...!!

That you once saw in battle?

No ... that I just saw in the Hospital kitchen!

Have faith, my Son! Remember that God is watching you!!

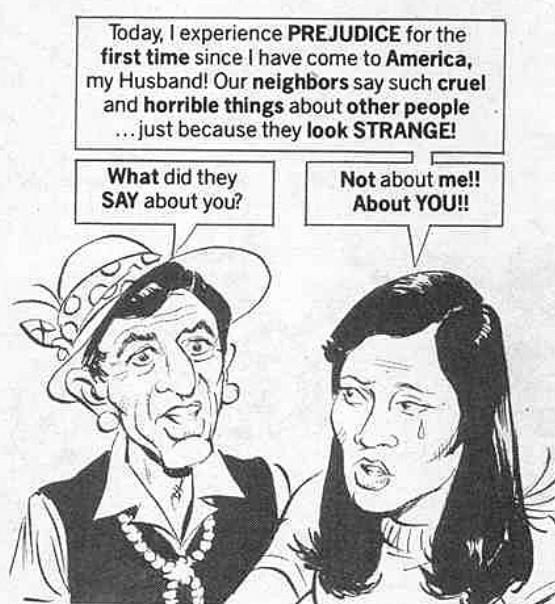
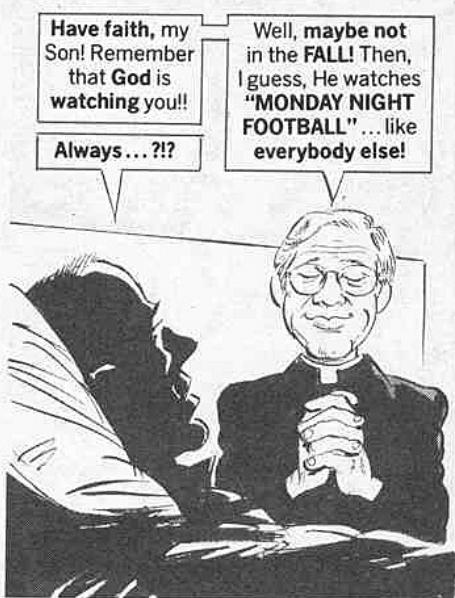
Always ... ?!

Well, maybe not in the FALL! Then, I guess, He watches "MONDAY NIGHT FOOTBALL" ... like everybody else!

Today, I experience PREJUDICE for the first time since I have come to America, my Husband! Our neighbors say such cruel and horrible things about other people ... just because they look STRANGE!

What did they SAY about you?

Not about me!! About YOU!!



Honorable Husband ... I miss my family! Could you bring them here to America, please ...?

Let's talk about it next week!

Because problems disappear between weeks on this show! Remember our money worries ...? Or Father Mulberry's hearing problem ...? Or our conflict about you getting a job ...? They were here one week, and gone the next! It's "TV Magic"! So—forget about your family ... and let's make love!

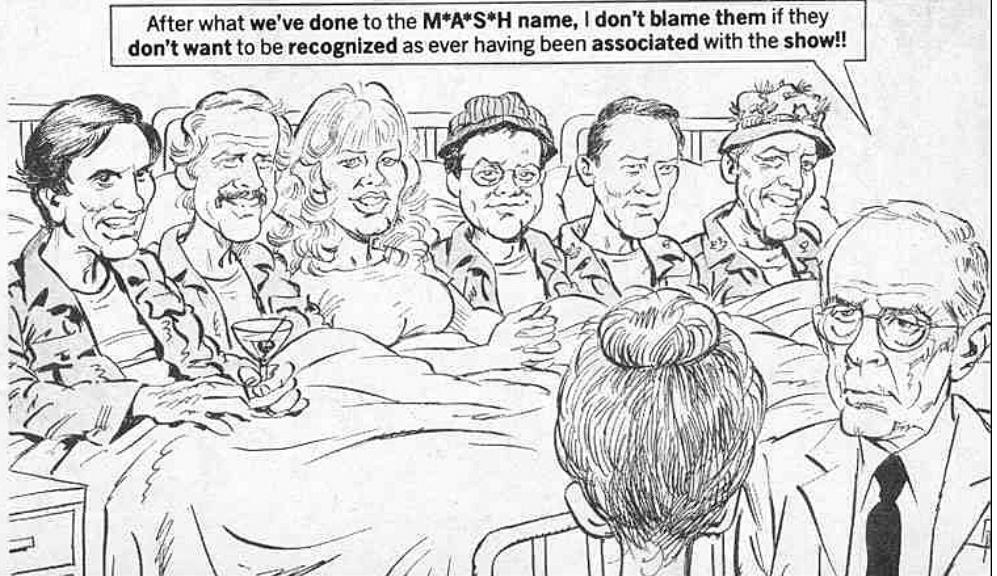
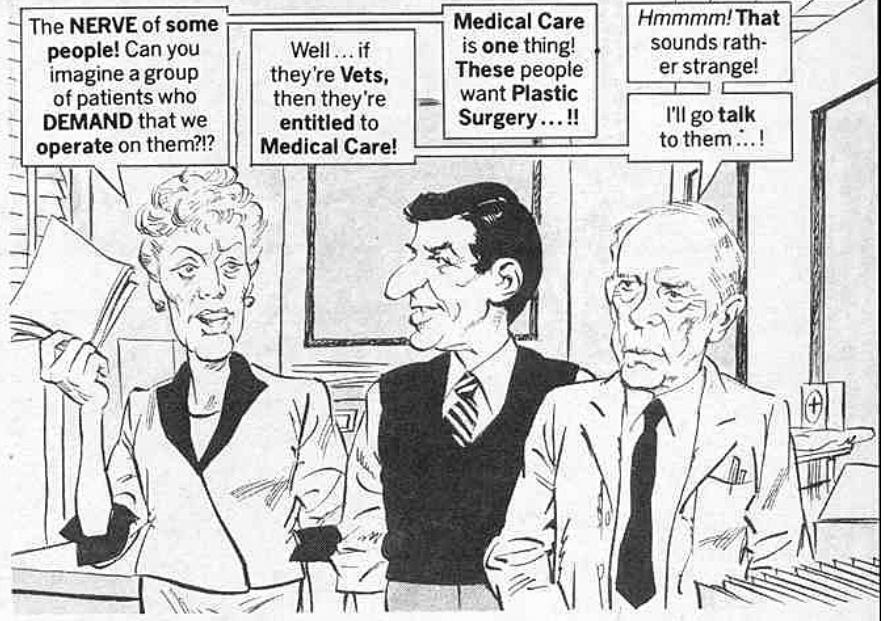
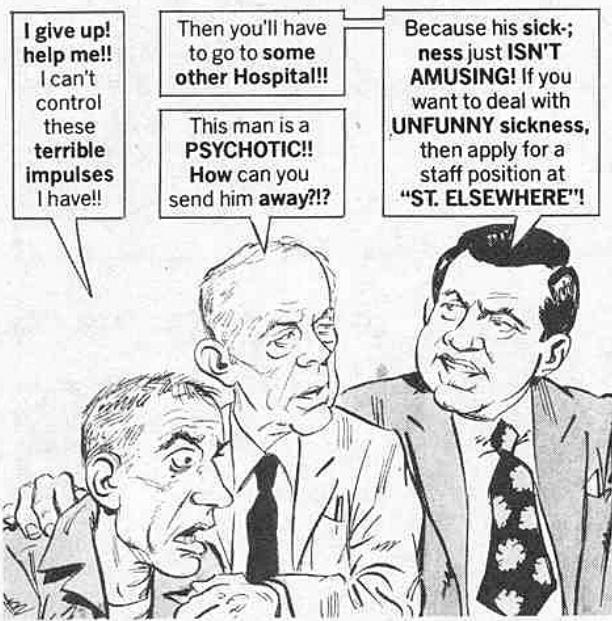
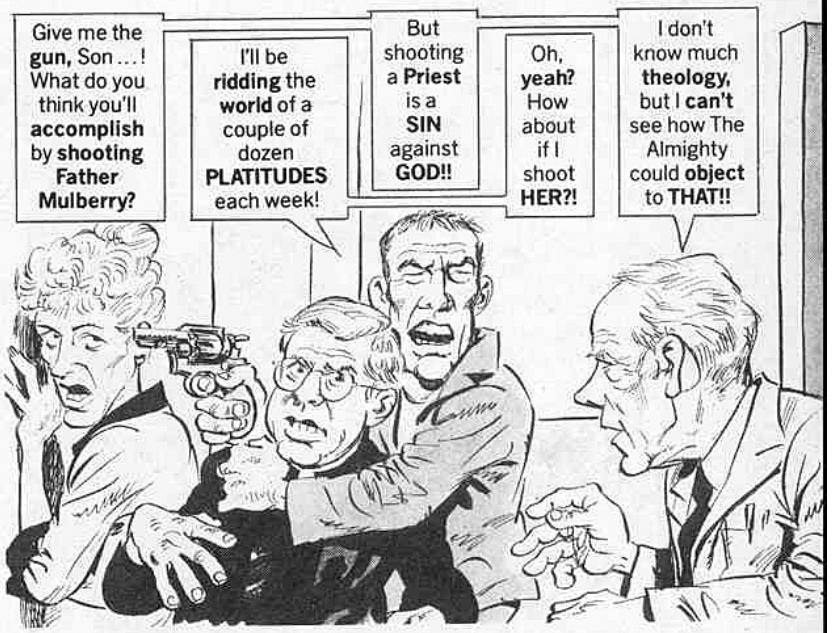
Why then??

We do that next week, too! By then, "TV Magic" might also work on headache I have this week!

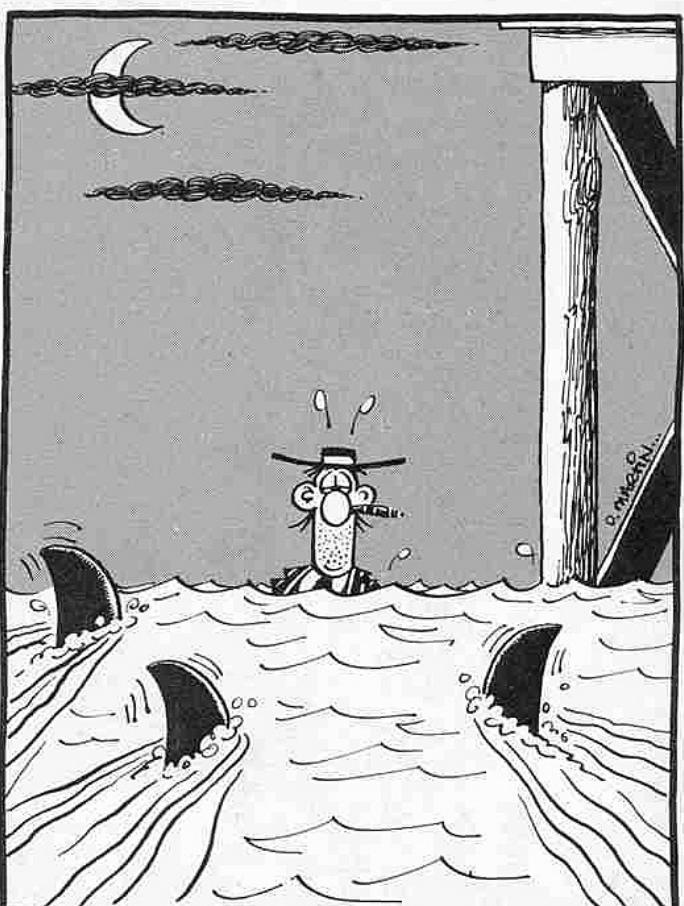
I'm worried about the Hospital, Milkdudd ...!

I know how dedicated you are, Dear! But I really hate when you bring your problems home with you!





ONE DARK NIGHT ON THE EAST COAST



WHAT IS THE
ONE ISSUE
THAT LEAVES
PRES. REAGAN
ABSOLUTELY
COLD?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Every President has his pet hate among the burning issues of his day, and Pres. Reagan is no exception. To discover the issue that leaves Ron cold, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

A NUMBING CHILL GREETS LIBERALS NOWADAYS. IT'S CLEAR
REAGAN DOES NOT SHARE THEIR VIEWS. HE FEELS
FREE TO IGNORE THEM. THIS, THEY MUST SOON REALIZE.

A

B

ANOTHER **SCENES WE'D
LIKE TO SEE**
(THE FROG PRINCE)

